



NEWS RELEASE

DORSET GINGER GETS STRONGER!

The Dorset Ginger Company has added to its range with the launch of a new variant, “Strong and Dark”.

This richer version of its traditional Dorset Ginger is designed to appeal to those ginger lovers who are seeking a stronger kick to their ginger experience.

Richard Curry from the Dorset Ginger Company said “having asked for customers’ opinions, it became clear that a sizeable number would like to see a stronger version, so after extensive trials we have introduced our new ‘Strong and Dark’ variant to complement Dorset Original Ginger.”

The label is darker and richer to reflect this new style of drink. The new corporate look, introduced last September, has been maintained. Bottle sizes available are 750ml and 330ml.

-ENDS-

For further information please contact:-

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