



HOTEL
PRINCIPE DI SAVOIA
MILANO

DORCHESTER COLLECTION

PRESS RELEASE

HOTEL PRINCIPE DI SAVOIA PRESENTS “PRINCIPE GIN”, A TAILORED MILANESE DISTILLATE CREATED AD HOC FOR ITS BAR GUESTS



The Cillario & Marazzi craft distillery is tasked with the creation of a high-quality spirit, based on mulberry blackberry, that is set to become the gin par excellence of the city.

Milan, 2023 – Hotel Principe di Savoia Dorchester Collection pays tribute to the city and its history with the creation of Principe Gin: a tailored gin, made by the Cillario & Marazzi distillery, in the heart of the Varese Prealps, famous for the use of high-quality organic ingredients and artisan production methods. A bottle and a stylish label, designed by the London artist Jordan Nelson, carefully match this precious gin, which can be consumed at Principe Bar and purchased exclusively inside the hotel and soon on the [online shop](#).

A spirit with a soft, elegant and pleasant taste: this is how Principe Gin presents itself, characterized by a predominant, but delicate, note of mulberry blackberry, which is flanked by hints of lime honey, rosemary and mint, with a lemongrass finish that provides each sip a charming freshness. Ideally served on its own with an ice cube to savour all the aromas, it is also mixed in signature cocktails.

To kick things off, the classic Gin Tonic is presented with a dash of blue, the colour of Principe Bar, and combined with "Podere Cadassa" culatello veils and carasau bread. Then, you will find the long drink "Mi-Va",

based on Campari and Principe Gin, which plays on the origins of the two ingredients, Milan and Varese, served with tempura prawns. And if you are looking for an after dinner, Martini Cocktail will be the right choice. It consists of Principe Gin, St. Germain liqueur, agave syrup and Domaine De Canton ginger liqueur steam, and is paired with fried courgette flowers with mozzarella and Cantabrian Sea anchovies.

For the premium 700 ml Saverglass bottle, the London illustrator Jordan Nelson wanted to express, through patches of colours and a stylized face, what for him is the essence of Milan, a city of fashion and lifestyle, made of vibrant and stylish people, using the colour palette of The Principe. All is packed in a precious box with a modern twist, perfect as a Christmas gift for mixology enthusiasts, but also as a gift in memory of a pleasant stay at Hotel Principe di Savoia.

"I am extremely happy to have completed, together with Cillario & Marazzi, the creation of this new gin", says Ezio Indiani, General Manager at Hotel Principe di Savoia. "Based on a soft taste of mulberry berry, Principe Gin – continues Indiani – will certainly be appreciated by all our guests."

Cillario & Marazzi stands out for the use of carefully selected botanicals, especially the fresh ones, enhanced by certified organic Italian wheat alcohol and pure water from mountain sources. The distillation takes place with the London Dry Vapour Infused method, which allows to extract aroma and taste in a delicate way, giving the gin unique characteristics.

With its strong hints of mulberry blackberry, Principe Gin takes you back in time, during the reign of Ludovico Maria Sforza, known as "il Moro", who introduced the cultivation of mulberry trees – "murùn" in dialect – in the Lombard countryside, a natural habitat for the silkworm, thus promoting the entire production chain of this precious fabric, used in fashion and design industries. A distillate, therefore, that pays homage to the Lombardy silk tradition and Milan, the ultimate capital of fashion.

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NOTES TO THE EDITORS

For further information, please visit our **PHOTO LIBRARY** and **MEDIA CENTRE** or contact:

Federica Ceola
Director of Marketing & Communications
Hotel Principe di Savoia
+39 02 6230 2093
federica.ceola@dorchestercollection.com

Chiara Caporarello
Marketing & Communications Executive
Hotel Principe di Savoia
+39 02 6230 3458
chiara.caporarello@dorchestercollection.com

HOTEL PRINCIPE DI SAVOIA

Welcome to impeccable service and authentic Italian charm. With an exceptional standard of hospitality and care, Hotel Principe di Savoia embodies the true spirit of Milan, standing out as a true landmark of luxury.

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