



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
DISTILLED SPIRITS**

Date: 08/03/2010

Label Certificate Number: 754080

Pursuant to the application of : PERNOD RICARD USA

Holder of permit/license number : S526056

**Brand : BEEFEATER 24 LONDON DRY GIN, ARTISAN CUT
Class : IMPORTED LONDON DRY DISTILLED GIN FB
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 1L, 750ML
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 45% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 09120001000085, 09005001000117**

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA(s) to be obtained, new Texas label approval will also be required.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

Label Approval Section

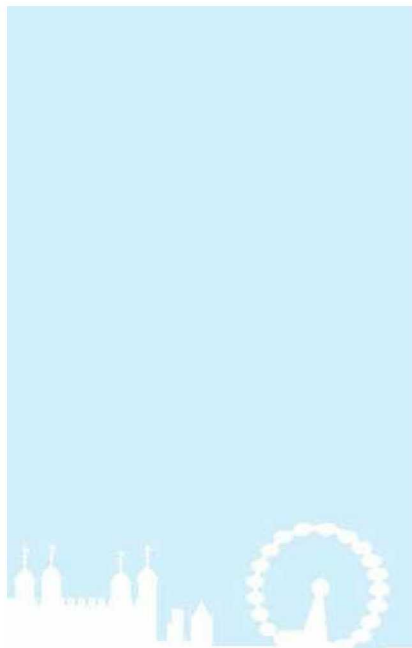
Tax Division

Label.Approval@tabc.state.tx.us

**c/o PERNOD RICARD USA
100 MANHATTANVILLE ROAD
PURCHASE, NY 10577**



TEXAS ALCOHOLIC BEVERAGE COMMISSION



James Burrough



BEEFEATER®
LONDON

BEEFEATER HAS BEEN CRAFTING AWARD-WINNING GINS IN LONDON SINCE 1820. WITH BEEFEATER 24 OUR MASTER DISTILLER CONTINUES THIS TRADITION BY TAKING AN "ARTISAN CUT" OF THE VERY FINEST SPIRIT RIGHT FROM THE HEART OF EACH INDIVIDUAL BATCH DISTILLATION.

PRIOR TO THIS, THE TWELVE EXOTIC BOTANICALS, WHICH INCLUDE THE HAND-PREPARED PEEL OF GRAPEFRUIT AND SEVILLE ORANGE ALONGSIDE RARE JAPANESE SENCHA TEA, ARE STEEPED FOR A PERIOD OF 24 HOURS. A PROCESS UNIQUE TO BEEFEATER AND ONE THAT HELPS CREATE A LUXURY GIN OF UNRIVALLED COMPLEXITY AND SMOOTHNESS.

THE BOTTLE TAKES ITS INSPIRATION FROM AN EARLY 20TH CENTURY FLASK FOUND IN THE JAMES BURROUGH COMPANY ARCHIVE.

IMPORTED BY PERIOD RICARD USA PURCHASE NY

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

MADE WITH 100% GRAIN NEUTRAL SPIRITS

1Litre

DISTILLED AND BOTTLED IN
THE UNITED KINGDOM BY
JAMES BURROUGH
LONDON, ENGLAND
DISTILLERS OF FINE GIN
SINCE 1820

Enjoy BEEFEATER responsibly.

KENNINGTON LONDON SE11 5DE



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