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P&O Cruises partners with Salcombe Gin to feature the first distillery at sea

P&O Cruises is collaborating with award-winning gin distiller, Salcombe Gin, to develop and install the first distillery at sea on board Iona, producing exclusive gins reflecting the adventurous spirit of this innovative new ship.

The gin's maiden production will take place in Iona's custom-made still and will be distilled, bottled and labelled on board, allowing Iona's guests to be the first to enjoy this deliciously smooth and one-of-a-kind gin.

Following the gin's launch on Iona, Salcombe Gin will also distil the unique recipe, yet to be named, in its striking 450 litre copper still 'Provident' in Salcombe, ready to share and serve exclusively across all ships in the fleet. P&O Cruises is also working with Salcombe Gin to develop limited-edition gins celebrating and taking inspiration from the ports of call.

P&O Cruises president, Paul Ludlow, said: "Salcombe Gin is the perfect partner for us as it shares our zest for adventure and discovery. It has an unrivalled passion and attention to detail, not only in the award-winning gins created, but also in the unique gin experiences offered. We are incredibly excited by the bespoke gin being created for us, the maiden production run of which will be distilled in the first ever distillery at sea."

Angus Lugsdin, co-founder of Salcombe Distilling Co, said: "We are extremely excited to partner on this exciting project with P&O Cruises. Our two brands have an amazingly rich and shared history. At the same time that P&O expanded into leisure cruising in the mid-19th century, the famous Salcombe Fruit schooners were entering their heyday, importing cargoes of precious fruits and spices from the Mediterranean to England's ports and the ships probably passed each other on their voyages.

"Both brands are kindred spirits, born of the sea with a history of breaking new ground and exploring new horizons. To be responsible for creating a unique gin and distilling it on board the first distillery at sea is a very romantic notion and brings us closer to the intrepid adventurers who travelled the world's oceans seeking out the finest fruits, spices and herbs."

Salcombe Gin will also bring its masterclass expertise to Iona to create two unique experiences for P&O Cruises. In one, guests can gather together with fellow gin-lovers to learn all about the nation's favourite spirit and try a variety of different gins. The second class is a smaller, more intimate gathering where guests can create their own gin recipe.

Iona is currently being built at the Meyer Werft shipyard in Papenburg and will be launched in May 2020.

For more information or to book call P&O Cruises on 03453 555 111, visit www.pocruises.com or see a travel agent.

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience the good life and enjoy a blend of discovery, relaxation and exceptional service catered towards British tastes. P&O Cruises fleet of premium ships combine genuine service, a sense of occasion and attention to detail, ensuring guests have the holiday of a lifetime, every time.

In 2020, P&O Cruises will launch *Iona*. The new LNG-powered ship, with 5,200-guest capacity, will be the largest ship built to serve the UK market. *Iona* will feature enhancements to already successful brand signature venues from the existing fleet, as well as features newly developed for *Iona*. These include a breathtaking three deck atrium in the heart of the ship as well as SkyDome – an exclusively designed glass dome by award-winning British engineers Eckersley O'Callaghan. This will be a world first at sea and offer a unique space for both relaxing in all weathers and providing entertainment, featuring aerial performers and a wealth of live acts.

P&O Cruises continues to enhance its entertainment line-up, launching Astonishing on *Azura*, *Britannia* and *Ventura*. This revolutionary guest-interactive magic and illusion show was produced through a partnership with BAFTA-winning presenter Stephen Mulhern, performer Jonathan Wilkes and the mind-blowing trickery of master illusionist Guy Barrett. P&O Cruises also continued partnering with some of the UK's most popular and recognised entertainers and primetime TV shows.

P&O Cruises visits over 200 destinations worldwide and offers itineraries generally ranging from two to 17 days and also an annual world cruise. P&O Cruises sails to Australia & New Zealand, Baltic, the British Isles, Canada, the Spain, Portugal & the Canary Islands, the Caribbean, Central America, Dubai & the Arabian Gulf, the Far East & Asia, the Indian Ocean, the Mediterranean, Scandinavia, South America, the South Pacific, the United States and Western Europe.

For images visit: <http://www.pocruisespresspictures.com/>

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