



### [water](#) [Martin Miller's Gin, the only gin blended using pure Icelandic Spring](#) ( [PRLEAP.COM](#) ) **Luxury Boutique Agency Signs** **on Martin Miller's Gin As It Unleashes Rapid Foray Into US Market**

Westport, CT, August 28, 2013 – Abelow PR, the luxury lifestyle, hotel and travel PR agency, has been retained by renowned gin label, Martin Miller's Gin, to develop a US media relations campaign aimed at increasing the profile and brand recognition of the world's biggest independent gin label. The brand that fueled the gin renaissance is now embarking on a massive expansion plan in the US under the direction of the NYC PR firm, [Abelow PR](#).

**Luxury Gin Label Finds "Good Company" In Abelow PR's Portfolio** The distiller's principal, Andreas Versteegh, said they selected Abelow PR because of its track record of delivering bottom-line results for luxury brands with top tier media coverage, social media ingenuity and impactful press events. "As Abelow PR is deeply entrenched in successfully representing luxury brands, we felt that Martin Miller's Gin would be in good company with Abelow PR's other clients," said the agency's founder Lorraine Abelow, who started the company in 1993. Martin Miller's Gin is making a huge push for widespread distribution in North America as they've already become a major supplier in Spain, England and throughout Europe.

Ms. Abelow added, "We immediately felt synchronicity with the Martin Miller's team and we're confident that with our strong contacts we can bring awareness and vast media coverage to this exceptional brand," said Ms. Abelow.

Martin Miller's Gin is also a leader in the spirits revolution, having pioneered the first wave of the gin renaissance with their aromatic, smooth and refined product. Today, Martin Miller's Gin is acclaimed by spirits enthusiasts in over 45 countries and their story tells a tale of success "born of love, obsession and some degree of madness", their motto.

**Abelow PR At Forefront of Spirits Revolutions** Martin Miller's Gin joins a prestigious group of spirits brands that Abelow PR has represented, including Taittinger Champagne, Veuve Clicquot and Korbel Champagne, who are among the brands leading the changes in American tastes towards high-quality, sophisticated, and responsible libation.

Lorraine Abelow was also pivotal in establishing New Amsterdam Amber Beer as the leader in the craft beer renaissance during an intensive campaign and launch. Today, New Amsterdam is one of the world's most popular beers and most successful independent breweries.

**Boutique PR Firm's Expertise in the Luxury Sector**Abelow PR previously launched the exclusive 1494 Scotch Whisky Club, a private scotch whisky membership club coinciding with the spirit's 518th anniversary. The agency secured widespread coverage for the club in coveted news outlets such as Forbes, Huffington Post, and The Wall Street Journal's The Street.

The agency's top contacts in luxury lifestyle publications were perfectly suited to their work with the great-grandson of aviator Charles Lindbergh in launching The Lindbergh Private Jet Card, the first truly global private jet card that allows users to book available aircraft anywhere in the world with the click of a button. Held at the exclusive Explorer's Club in Manhattan, the event was a huge success, with over 50 members of the top tier media in attendance from The New York Times to Fortune. A seasoned journalist commented, "I haven't been to such a well-organized press event in years." This was the third private jet company that the agency successfully launched in a two year span.

Ms. Abelow's agency tailors each campaign to the specific needs of a diverse array of clients. Abelow PR has decades of experience representing luxury lifestyle consumer brands like American Express and Nat Sherman Cigars as well as hotels and travel companies around the world such as Richard Branson's Necker Island, The Four Seasons Hotels and Kensington Tours, to name a few.

The agency's team consists of a close group of savvy PR professionals experienced in representing both national and international clients. Creativity, social media ingenuity, seasoned counsel and effective PR solutions are the firm's hallmarks.

The company's website is [www.AbelowPR.com](http://www.AbelowPR.com) and the team can be reached at 203-226-9247.