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Waterloo Gin Brings a Taste of Texas to the Home of Gin with Launch in the United Kingdom

Award-winning American craft gin makes its international debut with three distinctive expressions now available to UK consumers

AUSTIN, Texas (November 4, 2026) — Texas is coming to the home of gin. Waterloo Gin, the award-winning premium American-style craft gin born in the Texas Hill Country, is making its international debut in the United Kingdom, bringing a distinctly American perspective to one of the world's most celebrated gin markets.

Now available to UK consumers through WaterlooGin.com, the brand is introducing its complete portfolio of three award-winning gins, each inspired by the distinctive botanicals, landscape, and spirit of the Texas Hill Country.

The launch marks a significant milestone for Waterloo Gin as it expands beyond its national footprint in the United States and introduces its New American approach to gin-making to a market with centuries of gin heritage. While honoring gin's traditional juniper-forward character, Waterloo brings a fresh interpretation through unexpected botanicals, including Texas lavender, grapefruit, and pecan proofed with limestone-filtered Texas spring water.

Three Award-Winning Expressions, One Distinctly Texas Spirit

Waterloo Gin's UK debut follows a strong showing at the 2026 SIP Awards, where all three expressions received recognition:

- **Waterloo No. 9 Gin** — Platinum winner, 2026 SIP Awards. Waterloo Gin's flagship gin balances classic juniper with bright grapefruit, aromatic lavender, and Texas pecan. It's a versatile expression that is equally at home in a classic Gin & Tonic, Martini, or contemporary cocktail. No. 9 Gin has also been recognized as one of the top-rated gins in America, earning 94-points, a "Superb" rating, and a Best Buy designation from *Wine Enthusiast.*
- **Waterloo Barrel Aged Gin** — Gold winner, 2026 SIP Awards. A distinctive meeting of gin and American whiskey traditions, aged for two years in new American white oak char #3 barrels. Rich botanical character meets warming notes of vanilla, oak, and spice, offering a delicious alternative for gin and whiskey enthusiasts. Its complex flavor shines in classic cocktails like an Old Fashioned and Negroni, while adding a twist to a Blackberry Bramble.

- **Waterloo Prickly Pear & Rose Gin** — Double Gold winner, 2026 SIP Awards. A vibrant and visually stunning pink gin combining prickly pear, rose petals, and hibiscus with Waterloo's nine signature botanicals. Floral, refreshing, and distinctly Texan, it brings a colorful new dimension to classic gin cocktails. This expression makes a beautiful base for a refreshing Prickly Pear Collins, a floral French 75, or a crisp, herbaceous Southside.

"Bringing an American gin to the UK, a country with such a rich gin heritage, is a particularly exciting milestone for Waterloo," said Justin Meigs, CEO of Waterloo Gin. "We have tremendous respect for the traditions that have shaped gin in the UK. Waterloo builds on those traditions with something distinctly our own: the botanicals, craftsmanship, and character of the Texas Hill Country in an American gin. We're excited to introduce UK gin enthusiasts to a different expression of a spirit they love so much."

From Texas to the UK: A New Chapter for Waterloo Gin
Waterloo Gin's international debut builds on its expanding presence across the United States and is an important phase of growth for the brand, which is owned by entrepreneur and spirits industry icon John Paul DeJoria.

The UK launch begins with e-commerce, giving consumers access to all three Waterloo Gin expressions through the brand's website. UK orders are sold and fulfilled by Tipple Operations UK Ltd, with delivery available to eligible addresses across England, Scotland, Wales, and Northern Ireland. The company plans to explore additional UK retail and hospitality opportunities as it introduces Waterloo Gin to a wider audience. UK consumers can explore the complete Waterloo Gin portfolio, cocktail recipes, and purchase online at www.WaterlooGin.com.

About Waterloo Gin
Born in Austin, Texas—originally known as Waterloo—the brand's premium gins reflect the spirit and scenery of Texas Hill Country. Crafted with nine thoughtfully selected botanicals and limestone-filtered spring water, every bottle embodies refined elegance and a sense of place. Now under the ownership and vision of industry icon John Paul DeJoria, Waterloo Gin continues to set a new standard in New American gin, bringing regionally inspired, artfully distilled spirits to discerning drinkers nationwide. For more information, visit www.WaterlooGin.com. Connect with Waterloo Gin on Facebook and Instagram.

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