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Press Release

For Immediate Release

Latitude 16 Organic Gin Launches in Australia

Inspired by the Reef and the Rainforest, this new premium spirit captures the essence of two UNESCO World Heritage sites.

Australia — 18 September, 2025

Inspired by Paradise

A new wave of premium Australian craft gin has arrived. Coast Distillery proudly announces the launch of Latitude 16 Organic Gin (L16) — an exceptional spirit inspired by a secret coral cay in the Great Barrier Reef and the pure waters that surround it.

A special paradise where two UNESCO World Heritage sites meet: the Reef and the Daintree Rainforest. With a commitment to authenticity, sustainability, and world-class flavour, Latitude 16 Organic Gin embodies the best of this unique location. Distilled using organic botanicals, L16 is crafted to transport gin lovers to a place of serenity and exclusivity. Each sip reflects the essence of Australia's tropical north — pure, fresh, and unforgettable. Designed for both sipping and mixing, it showcases a modern Australian gin style with an unmistakable sense of place.

From Reef to Rainforest: A Vision Realised

“Our vision for L16 is to create a gin that not only delivers an extraordinary tasting experience, but also captures the tranquility of a place where reef and rainforest converge,” said Bec Jones, Founder of Coast Distillery. “It’s a spirit that is as aspirational as it is authentic, designed to resonate with discerning consumers and premium venues alike.”

Tasting Notes

Nose: Fragrant and refined — juniper's crisp clarity interwoven with luscious pink grapefruit and a delicate sparkle of native finger lime caviar.

Palate: Silky on the tongue, opens with classic dry juniper before unfolding into layers of citrus sophistication: grapefruit's elegance balanced by finger lime's tropical acidity.

Finish: Lingering and polished, with a luxuriously soft citrus brightness that invites another sip.

Premium by Design

Latitude 16 Organic Gin is positioned as a luxury lifestyle spirit, perfectly suited for boutique bottle shops, high-end bars, and fine dining venues seeking to elevate their premium Australian gin offering. Captured in a custom-designed bottle, inspired by the crystal waters of a secluded coral cay in the Barrier Reef.

Crafted with Purpose

Guided by Coast Distillery's eco-focused ethos, L16 is crafted with organically certified, responsibly sourced botanicals and shaped by a circular philosophy that gives ingredients new life in future products. The distillery is dedicated to preserving the natural heritage of the reef and rainforest that inspire it.

Availability

Latitude 16 Organic Gin is available now via the brand's official eCommerce store and select retailers. Coast Distillery is welcoming enquiries from distributors, retailers, and premium on-premise partners nationwide.

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About Coast Distillery Pty Ltd

Based in Australia, Coast Distillery is dedicated to crafting premium, eco-conscious spirits that reflect the purity of the nation's coastlines. With a focus on organic sourcing, sustainability, and artisanal distillation, the distillery's flagship product — Latitude 16 Organic Gin — sets a new benchmark for Australian craft.

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The Latitude of Luxury