SPIRIT COLLECTION

GIN

Third edition

the experience matters

Matthew Clark
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The Matthew Clark Spirits team & Design Studio would like to thank the suppliers who sent us some stunning imagery, featured in this brochure.
A welcome

**Gin introduction**

The growing popularity of gin shows no sign of abating with sales in the UK hitting £1 billion for the first time in 2016 and 49 UK gin distilleries opening in 2016 alone *. We estimate that more than 150 new gin brands have emerged in the UK over the last two years; all appealing to the consumer’s desire for provenance, variety, quality and brands that deliver something just a little bit different.

G&T is now the number 1 mixed spirit serve ** and over the last 12 months total On-Trade sales of gin have grown by 19%*.

With this in mind, we have recently reviewed our Gin range and have added 30 to our depot stocked range; including regional, world, flavoured, liqueurs and aged gins. Direct and indirectly (via our Masters of Malt ‘extended range’) we have an unprecedented range of over 400 gins available to our customers.

With nearly 1 in every 2 serves being a premium gin, now is a great time to review your range; we hope that this brochure helps you choose and market your range to maximise the potential of the gin boom.

* Wine And Spirit Trade Association Market report 1/10/16
**On-Trade Preview 2017
It’s not just dark history & bright botanicals, it’s the infusion of flavour & imagination in every serve
What is Gin?

Gin is a neutral spirit flavoured by juniper and other botanicals; juniper must be the predominant flavour.

This neutral spirit was traditionally made from grain, or for cheaper brands, molasses. However, the gin revolution has brought many other raw materials to the fore including: potatoes, apples and grapes. Basically, to make gin you first have to make, or buy vodka, which is why many small gin producers also market a sister vodka brand.

Flavour is added to the neutral spirit either by compounding or by redistilling.

Compound gin, often referred to as 'bathtub' gin as a nod to prohibition, is closest to how the original gins were made with flavours and essences added to neutral grain spirit; sweetening and colouring is permitted. These gins cannot legally be described as distilled. Traditionally associated with cheaper gin brands, this is a method that is undergoing somewhat of a renaissance and many producers are very proud to state that their brands are made using this process.

To produce distilled gin, neutral grain spirit is diluted to about 45% ABV and then redistilled in the presence of botanicals which of course must include juniper. These botanicals can be added in one of two ways either by steeping the botanicals in the diluted spirit before redistilling, or through vapour infusion where botanicals are placed in a basket in the neck of the still allowing the vapours to pass through during the redistillation process so that they pick up the flavour of the botanicals; this method produces a lighter style of gin.
Colour can be added and natural or nature identical flavours may be added after the distillation process.

London Gin or London Dry Gin is identical to distilled gin except no colour is permitted and no flavourings may be added after the distillation process.

London is not a geographic definition and any gin no matter where in the world it is produced can be called London Dry so long as it is made in accordance with these regulations.
Gin's fascinating history is a lot less glamorous than today's smart bars, beautifully served G&Ts and innovative cocktails would suggest.

The origins of gin as we know it date back to 16th century Holland where juniper and grain spirit were combined to produce Genever, with the first commercial brand Bols being produced in 1575. Juniper had been used since the 13th century to treat stomach complaints.

"Juniper had been used since the 13th Century"
Gin started to become known in England when troops returned from fighting the Thirty Year War (1618-1648). The British supported the Protestant Dutch against Catholic Spain and brought back tales of Genever and its warming properties which had given them ‘Dutch Courage’.

The succession of Dutchman William of Orange to the English throne drove the popularity of Genever in England, turning it from being predominantly medicinal to a popular everyday drink.

A Protestant alliance between England and the Netherlands was formed against Catholic France which restricted the supply of Brandy, increasing the demand for home produced spirits. To fulfil this demand, the Distilling Act of 1690 was passed to encourage the distillation of spirits; this in turn had the effect of lowering prices. At the same time, tax on beer rose dramatically, resulting in only a small difference in price between the two, which encouraged many to try juniper spirit for the first time. Gin became a colloquialism for Genever.
The price of gin was so cheap that the poor started to indulge to excess as highlighted by a shop sign in Tobias Smollett’s ‘History of England’: “Drink for a penny, dead drunk for two pence and straw for nothing”.

The London Gin craze, a term used in much the same way as we would use drug craze today, lasted from 1720 to 1751. Gin was cheap, of dubious quality and in such plentiful supply it was sold everywhere by street hawkers and in many private houses. In some parts of London, as many as one private house in four was selling spirits.

By 1723, the death rate in London had outstripped the birth rate, mostly due to the consumption of gin.

The term ‘Mother’s Ruin’ is believed to have originated from about this time when gin was particularly popular amongst women to help quieten their children; one Judith Defour was so addicted that she strangled her two year old daughter and sold her clothes.

To restore a level of sobriety, the first of a series of Gin Acts were passed in 1729. These initially did nothing to halt the supply of gin and instead the sale of gin was driven underground, further reducing quality.

The second Gin Act sought to end the sales by street hawkers but this resulted in more private houses being used to sell gin.
“Beloved, we join hands here to pray for gin. An aridity defiles us. Our innards thirst for the juice of juniper...”

Wallace Thurman, Infants of the Spring
The myth of Old Tom

Old Tom now refers to a sweet style of gin, one that sits somewhere between a Genever and a London Dry Gin and there are many different theories about where the term Old Tom originates from.

One of the more engaging theories says that when the first Gin Acts drove the gin trade underground, the illegal sellers in private houses started to indicate their location using the sign of a tom cat. Money and gin were then exchanged through draws and pipes, meaning the identity of the seller was concealed in order to avoid any prosecution.

This was written about in the autobiographical “The Life and Uncommon Adventures of Captain Dudley Bradstreet”; despite writing about a cat sign to signify illegal gin sale, there isn’t actually any mention of the term Old Tom.

One more fanciable version relates to a batch of gin that had a certain distinct flavour after a cat unfortunately fell into an open vat.

Others say it refers to a batch of gin made by an old distiller named Tom - this may refer to Thomas Chamberlain who was an old distiller at Hodges distillery.

Whatever the origins of the name ‘Old Tom’, it is a style of gin that is seeing a resurgence.
William Hogarth’s Gin Lane (1751) depicts a scene in the slum district of the parish of St. Giles, London.

“It shows the depravity & despair of the gin craze”

It shows the depravity and despair of the gin craze, with the only flourishing businesses being the gin sellers, distillers and pawn brokers.

Hogarth’s companion piece Beer Street in contrast shows healthy happy people.
A new outlet:

**The gin palace**

During the course of the first five Gin Acts from 1729 - 1743, the amount of spirits produced rose by 30% and although the sale of gin was officially outlawed, consumption grew to the equivalent of every man, woman and child drinking two pints a week!

It was not until the last Gin Act of 1751, known as the ‘Tippling Act’ that things finally started to change.

“Gin started to become a classier and a more respectable, well made spirit”

It encouraged respectable selling and banned any still which had a capacity of less than 1800 litres. This then paved the way for large-scale companies to prosper.

Gordon’s, Greenall’s and Plymouth are among today’s big brands whose origins date back to the latter half of the 18th century.

Gin started to become a classier and a more respectable, well made spirit. The 1820s saw the start of today’s pubs. Licensed public houses first started selling beer and to fund renovations and repairs, landlords obtained funds from brewers in exchange for becoming tied into buying their produce by contract.

In 1825, spirit duties were cut and spirit production doubled; as a result, the distillers wanted their own outlets to compete with pubs so they opened ‘gin palaces’.

These were luxurious and in complete contrast to the slums that housed the poor, who were still the biggest drinkers of gin.
16. DARK HISTORY
The innovation of the column (continuous) still, patented by Aeneas Coffey in 1831, improved the production process and the quality of gin. This reduced the need to mask the flavour by sweetening as was the case of Old Tom Gins; this enabled the creation of the London Dry Gin style later in the century.

Duties on exporting gin were removed in 1850, opening up a number of new markets which have influenced the way we drink gin today.

The invention of the carbonated quinine drink, tonic water, saw the birth of what we know as the G&T, which is how the majority of us still consume our gin today.

Gin was also popular with naval officers who often drank it as pink gin by adding a drop of Angostura bitters which helped ease their sea-sickness.

Firstly in India, where members of the Raj sought to combat malaria by combining the medicinal benefits of juniper with that of quinine, often dissolved in tonic.

Over the next century, the popularity of gin and emergence of a cocktail culture continued to rise through two World Wars, the temperance movement and American prohibition.

“The G&T, which is how the majority of us still consume our gin today”
A new trend

In the second half of the 20th century, both gin and cocktails fell out of fashion and the popularity of vodka and drinks that were quick and easy to mix and serve started to grow.

The first turning point in the gin resurgence was the launch of Bombay Sapphire in 1987, changing many peoples perception of gin. This was followed by the launch in 2000 of a number of brands including Tanqueray No.TEN and Hendrick’s, which with its slice of cucumber, made us look at gin garnishes in a whole new light. This coincided with the rebirth of the cocktail culture.

Many of our trends come from across the Atlantic and for a number of years small independent ‘craft’ spirits had been gaining in popularity in the States, but a couple of laws stood in the way of UK distillers.

“The first turning point in gin resurgence was the launch of Bombay Sapphire”

One law restricted the size of stills to those over 1800 litres and the other law prevented brewers from being distillers.

Our friends at Sipsmith’s were among the first to challenge this; in 2009, they got a licence and became the first distiller to be established in London for 200 years, with Prudence, their 300 litre copper still.

Meanwhile, Suffolk brewers Adnams applied for and were granted licence to distil in 2010. The rest they say is history.
“I exercise strong self control. I never drink anything stronger than gin before breakfast”

W.C. Fields
The different gin styles

<table>
<thead>
<tr>
<th><strong>London Dry</strong></th>
<th><strong>New Western</strong></th>
<th><strong>Old Tom</strong></th>
<th><strong>Plymouth</strong></th>
<th><strong>Genever</strong></th>
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<tbody>
<tr>
<td>Despite the name, London Dry Gin can be produced anywhere in the world. It is very dry, light-bodied and pungent and represents what most people think of when they think about gin.</td>
<td>An umbrella term for a new wave of gins which is alternatively called New American or International Style. Commonly, these gins have low levels of juniper and a wider, more unusual range of botanicals; many are made by small distillers who each try to add their own unique stamp to the gin.</td>
<td>A sweet style gin very popular in the 18th and 19th centuries; in flavour profile, it sits between Genever and London Dry. It is seeing a resurgence in popularity due to the accelerating craft cocktail movement.</td>
<td>Slightly less dry than a London Dry Gin and more earthy in flavour, Plymouth Gin can only be produced in Plymouth using the water from the springs found in Dartmoor.</td>
<td>Traditional of the Netherlands; Genever, or Holland gin, is the original juniper spirit and forerunner of today’s gin. Made from a malt grain base resulting in some whisky characteristics. Available in two styles “jonge” [young] and “oude” [old] which relates to the production method as opposed to the age. Jonge Genever has much in common with a London Dry Gin, though often sweeter it can be used in the same way.</td>
</tr>
</tbody>
</table>
| **Perfect in:**  
- G&T  
- Aviation  
- Dry Martini | **Perfect in:**  
- A range of cocktails depending on flavour profile / botanicals. | **Perfect in:**  
- Tom Collins  
- Martinez  
- Ramos Gin Fizz | **Perfect in:**  
- Dry Martini |
Oude Genever is closest to the Genevers consumed in the Low Countries and Britain before the invention of the continuous still. It is a darker colour, with complex layers of flavour. Using malted barley and often cask-aged, it is more similar to a whisky with the juniper notes harder to pick out.

**Perfect in:**
- Jonge Gin Fix
- Oude Neat
- Oude Old Fashioned

### Aged

The idea of resting gin in barrels is not new and dates back to the 18th century when they were used to ship and store gin. Today, barrel-aged gin is not about necessity and practicality but about discovery and the use of different casks to add a new dimension to gin, taking it more into the realms of a sipping spirit.

**Perfect in:**
- G&T with garnish to complement flavour
- A range of cocktails depending on flavour

### Flavoured

Arguably, by their very nature and use of botanicals, all gins are flavoured; however, the gins we have classified as flavoured have a single dominant flavour other than juniper and are of normal gin strength.

**Perfect in:**
- Negroni
- Old Fashioned or enjoy neat.

### Liqueurs

Classified as fruit liqueurs with a 25-30% ABV, these are made by adding fresh fruit, most commonly berries (sloes/damson/mulberries) or fruit essence. Increasingly made commercially, there is, however, a great British tradition of domestic production using foraged fruits.

**Perfect in:**
- Bitter Lemon
- Sloe Gin Fizz
- Negroni
Gin flavour profiles

Juniper
Clean, crisp and bold with juniper dominating, balanced by citrus and herbaceous notes.
This is the traditional gin style perfect for gin and tonic whilst also being extremely versatile.

Citrus
Fresh and zesty with citrus notes derived from the essential oils in citrus peel.
These gins often have a more spicy tone with earthy notes.

Spiced
Warm, spicy and earthy, often dominated by traditional spicy botanicals such as coriander, cassia or cardamon; a number of contemporary gins use less common ones including black peppercorns or ginger.

Herbaceous
Assertive and distinctive often with unusual botanicals delivering unique flavours.
Many herbaceous gins have a natural affinity with cucumber; try a slice as a garnish instead of lime or lemon.

Perfect in:
- Gimlet I Martini

G&T Garnish:
- Lemon Zest

Perfect in:
- Negroni

G&T Garnish:
- Lime I Grapefruit

Perfect in:
- Martini I Negroni

G&T Garnish:
- Orange

Perfect in:
- Bramble

G&T Garnish:
- Cucumber
Floral

Light and delicate with fragrant sweetness. Lightly perfumed with juniper and subtly balanced with citrus and spice.

A great introduction for new gin drinkers.

Perfect in:
White Lady | Martini

G&T Garnish:
Strawberry

Fruit

Sweet and full of fruit which sits alongside juniper. These gins make a fantastic G&T but can equally hold their own when drunk neat or with other mixers such as ginger ale, lemonade or bitter lemon depending on the dominant fruit.

Perfect in:
Collins | Gin Fizz

G&T Garnish:
Berries
Botanicals are a critical part of an individual brand’s DNA and in most cases the specific recipe is a closely guarded secret.

Many are classic and appear in most gins. By definition, gin has to include juniper, but increasingly distillers are experimenting and introducing some unique herbs, spices, flowers, plants and fruits from near and far to create their own unique flavoured gins.

**Juniper**
*Italy, Serbia, Macedonia and India*
Required as the major flavouring to legally be a gin. Juniper berries are the seed cone of the Cypress conifer tree and deliver a pine flavour with a peppery finish.

**Angelica root**
*Saxony Germany and Flanders Belgium*
Also known as wild celery. Sweet, earthy, nutty and musky with floral overtones. It is also used to bind the flavours of other botanicals together.

**Cardamom**
*Malabar and South West India*
Belongs to the ginger family, delivers a spicy, citrus taste to gin.

**Almond**
*South West Asia and Spain*
Binds the other ingredients together and adds to the overall mouth-feel. Imparts marzipan, nutty and soapy flavours.

**Angelica seed**
*Saxony Germany and Flanders Belgium*
Less widely used than the root, Angelica seeds add hoppy, celery-like and slightly floral flavours.

**Cassia Bark**
*China, Vietnam and Madagascar*
A fundamental herb in Chinese medicine and belongs to the cinnamon family. Adds a sweet, spicy flavour and peppery punch.
Cinnamon
Sri Lanka
Gives a delicate sweet and spicy flavour.

Coriander Seeds
Morocco, Eastern Europe and Russia
The second most common gin botanical adds a spicy, nutty flavour with citrus notes and flavours.

Cubeb Berries
Java, Indonesia
Also known as tailed pepper - provide spicy peppery notes.

Ginger
South East Asia
Ginger’s hot flavour means it should be used sparingly in gin.

Grains of Paradise
West Africa
Belongs to the ginger family. Also known as Melegueta pepper, grains of paradise add a hot spicy flavour with hints of lavender.

Lemon Peel
Andalucía, Spain
Delivers tangy citrus, lemon flavours.

Liquorice Root
Indochina
As well as the obvious liquorice flavour, it adds light wood notes and overall sweetness.

Nutmeg
Indonesia, Asia and America
Adds a warming and aromatic sweet spice.

Orange Peel
Seville, Spain
Imparts zesty citrus, orange flavours.

Orris Root
Florence, Italy
The rhizome (roots) of the Iris plant. Delicate, fragrant and floral with the scent of violets. Orris root is also used to bind flavours of other botanicals together.
Gin from
ENGLAND
The London No.1

*London*

**Product code:** 00029623

**Style:**
New Western

**Flavour profile:**
Juniper

**Key botanical:**
Juniper & Bergamot

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Lemon zest

**Brand fact:**
Created to replicate 18th century gins which were hazy in colour with a characteristic blue shadow, due to the original distillation techniques.

**Stocked depots:**
All depots.

A triple distilled premium gin made with 12 botanicals and produced in very small batches using pure grain from Suffolk and Norfolk. Each small batch is carefully controlled by Master Distiller, Charles Maxwell, and distilled in a pot still. Created to reflect the traditional London style gin with a modern edge.

No. 3

*London*

**Product code:** 00023997

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Grapefruit wedge

**Brand fact:**
The name No. 3 refers to the address in St James's Street, London; the home of Berry Bros since 1698.

**Stocked depots:**
All depots.

Distilled to a proprietary recipe of Berry Bros & Rudd. With juniper at its heart, No. 3 unashamedly celebrates the integrity and character of traditional London Dry Gin: six perfectly balanced botanicals distilled in traditional copper pot stills. No. 3 Gin currently holds Royal Warrants for H.M. The Queen and H.R.H The Prince of Wales.

XR = Delivered by a third party on a separate delivery.
Beefeater

*London*

**Product code:** 00021607

**Strength:** 45%

**Established:** 2008

Crafted by Master Distiller, Desmond Payne, the most experienced gin distiller in the world; this gin was developed over 18 months using feedback from some of the world’s foremost mixologists. It is a perfectly balanced, complex and sophisticated gin. The inclusion of Japanese Sencha and Chinese Green Tea in the botanical mix distinguishes Beefeater 24 from any other.

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Juniper

**Signature serve:** Orgeat Ice Tea

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Orange & lemon

**Brand fact:**
The original recipe devised by James Burrough has stood the test of time and Beefeater has become the most awarded gin for the last 10 years.

**Stocked depots:** All depots.

Beefeater 24

*London*

**Product code:** 00021607

**Strength:** 45%

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Crafted by Master Distiller, Desmond Payne, the most experienced gin distiller in the world; this gin was developed over 18 months using feedback from some of the world’s foremost mixologists. It is a perfectly balanced, complex and sophisticated gin. The inclusion of Japanese Sencha and Chinese Green Tea in the botanical mix distinguishes Beefeater 24 from any other.

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Japanese Sencha tea

**Signature serve:** Sloe Gin Fizz

**Recommended mixer:** Fever-Tree Mediterranean Tonic

**G&T garnish:** Grapefruit, orange or lemon

**Brand fact:**
Made in dedication to James Burrough’s father, a tea merchant by Royal Appointment.

**Stocked depots:**
All depots.
Half Hitch

**London**

Product code: 00032354

Strength: 40%

Established: 2014

Unlike other gins, Half Hitch uses a combination of three individual production processes. Each is chosen to extract the most prized and bold flavours of its key botanicals: black tea, bergamot, wood, hay and pepper. Traditional copper pot distillation is employed for the classic botanicals; modern vacuum-distillation for the hay; lastly, some of the more delicate botanicals are tinctured by hand.

**Style:**
New Western

**Flavour profile:**
Citrus

**Key botanical:**
Black Tea & bergamot

**Signature serve:**
On the rocks

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Large orange peel

**Brand fact:**
The Half Hitch micro-distillery, in Camden Lock, is situated at the heart of what was London’s renowned gin distilling area in the 1800s.

**Stocked depots:**
All depots.

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East London Liquor Company

**Bow - East London**

Product code: 00030517

Strength: 40%

Established: 2014

Distilled using the finest 100% British wheat spirit both vapour and direct infused with fresh lemon and grapefruit peel, coriander, angelica root, juniper berries, cubeb berries and cardamom. The bright, fresh flavours of the citrus and juniper give way to the spiciness of the cubeb berries and cardamom. Fantastic gin and a really competitive price point.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Lemon & grapefruit peel

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Lime

**Brand fact:**
The first vodka, gin and whisky distillery in East London, the historic home of distilling in over 100 years.

**Stocked depots:**
Birmingham, Hedge End, Fosse, Park Royal.
Fifty Pounds

London
Product code: 00030191
Strength: 43.5%
Established: 2010

Fifty Pounds is a strikingly smooth, small-batch, classic London Dry Gin made in London. With a beautiful balance between juniper spice and citrus notes, it is dry, clean and crisp. Bottled at 43.5% alcohol for a characterful gin, which stands out when mixed but is also smooth enough to drink neat.

Style:
London Dry

Flavour profile:
Juniper

Key botanical:
Juniper & citrus

Signature serve:
G&T

Recommended mixer:
Indian Tonic Water

G&T garnish:
Lemon twist

Brand fact:
Named after the cost of the levy imposed on producers in the ‘1736 Gin Act’, a law to encourage production of quality gin and stop the ‘Gin Craze’.

Stocked depots:
All depots.

Jensen’s

Bermondsey - London
Product code: 00030263
Strength: 43%
Established: 2003

Handcrafted in Bermondsey in the style of the great gins of the first half of the 20th century, Jensen’s is wonderfully well balanced and crisp. Perfect in a Martini or a classic G&T, this is a bartender’s favourite and is fantastic value for money.

Style:
London Dry

Flavour profile:
Juniper

Key botanical:
Juniper

Signature serve:
Dry Martini

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Lemon

Brand fact:
Traditional recipe from the first half of 20th Century; understated packaging and great value for money. It makes the best Dry Martini.

Stocked depots:
All depots.
The King of Soho

London
Product code: 00030283
Strength: 42%
Established: 2013

Distilled in London using traditional methods, The King of Soho is a London Dry Gin crafted with 12 botanicals to a unique flavour profile. Celebrating the spirit of Soho, the beautiful bottle design embodies the characteristics that make Soho unique, as an area rich in creativity, music, art and modern culture. Complex yet harmonious and ideal for cocktails and drinks where the spirit is King.

Style:
London Dry

Flavour profile:
Citrus

Key botanical:
Juniper

Signature serve:
Soho Sling

Recommended mixer:
Fever-Tree Tonic

G&T garnish:
Grapefruit

Brand fact:
Paul Raymond revolutionised the district of Soho and became known as ‘The King of Soho’; the gin was created by his son as a tribute to his father.

Stocked depots:
All depots.

Martin Miller’s

London
Product code: 00015505
Strength: 40%
Established: 1999

Pot distilled using two separate distillations. Frist, the earthy botanicals include iris, angelica, juniper, cassia, cinnamon, licorice and coriander; second, with citrus-led lemons, limes and oranges. Cucumber distillate is then added as a drying agent to lengthen the finish - the first gin to use this botanical.

Style:
London Dry

Flavour profile:
Citrus

Key botanical:
Citrus peel

Signature serve:
Clover Club

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Strawberry & cracked black pepper

Brand fact:
World’s most awarded gin. Uses pure Icelandic water for exceptional smoothness and taste.

Stocked depots:
All depots.
Martin Miller's Westbourne Strength

*London*

*Product code:* 00015506

*Strength:* 45.2%

*Established:* 2003

Blended to 45.2% after bartenders requested a higher strength version of the original Martin Miller's Gin. The higher ABV works well in complex or highly flavoured cocktails. Uses pure Icelandic water for smoothness.

*Style:* London Dry

*Flavour profile:* Spice

*Key botanical:* Juniper

*Signature serve:* Martini

*Recommended mixer:* Fever-Tree Indian Tonic

*G&T garnish:* Grapefruit slice

*Brand fact:* Beverage Testing Institute’s highest rated gin in the world with a score of 97/100 and the only gin in the superlative category.

*Stocked depots:* All depots.
Portobello Road

*Potobello Rd - London*

Product code: 00026351

Strength: 42%

Established: 2011

Portobello Road Gin is a timeless London Dry, eschewing the trend for ever more esoteric ingredients to instead, salute London distillers of the past. Created from a blend of nine completely natural and classic botanicals, Portobello yields a depth of flavour and character to suit all occasions and libations. It is, as one might say, a capital bracer.

**Style:** London Dry

**Flavour profile:** Juniper

**Key botanical:** Juniper

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Pink grapefruit twist & juniper berries

**Brand fact:** Pink grapefruit twist & juniper berries

Recently opened a four-floor distillery at their Potobello Road home.

**Stocked depots:** All depots.

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Sipsmith

*London*

Product code: 00026351

Strength: 41.6%

Established: 2009

The quintessential expression of a classic, traditional London Dry Gin. Bold, complex and aromatic – smooth enough for a Martini, yet rich and balanced, perfect for a G&T.

**Style:** London Dry

**Flavour profile:** Juniper

**Key botanical:** Juniper, citrus & spices

**Signature serve:** G&T or Ultimate Martini

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Lime wedge

**Brand fact:** Distilling on copper, using the most traditional methods and never from concentrate, Sipsmith produce spirits that are classic in style and smooth to sip.

**Stocked depots:** All depots.
Sipsmith V.J.O.P

*London*
- **Product code:** 00029693
- **Strength:** 57.7%
- **Established:** 2013

Imagine the botanicals as components in an orchestra - take the lead instrument, juniper, and amplify its presence in the ensemble, then raise the decibels by increasing the proof alcohol. The result is a Sipsmith symphony in ‘J’ major.

**Style:** London Dry
**Flavour profile:** Juniper
**Key botanical:** Triple junipered
**Signature serve:** G&T, Martini or classic cocktails
**Recommended mixer:** Fever-Tree Mediterranean Tonic
**G&T garnish:** Lemon twist
**Brand fact:** V.J.O.P. - Very Junipery Over Proof, the world’s first triple-junipered gin.

**Stocked depots:** All depots.

Hayman’s

*Witham, Essex*
- **Product code:** 00026158
- **Strength:** 40%
- **Established:** 1863

Just the right balance of juniper, coriander, lemon peel and orange peel, among others, are measured by hand. The botanicals are then steeped in English wheat spirit for a whole day prior to distillation. Such care and attention ensures Hayman’s London Dry Gin remains a classic gin. Fresh, crisp and elegant, with a lively citrus finish. Just the way it should be.

**Style:** London Dry
**Flavour profile:** Juniper
**Key botanical:** Juniper
**Signature serve:** G&T
**Recommended mixer:** Fever-Tree Indian Tonic
**G&T garnish:** Lime

**Brand fact:** The Hayman family is the longest serving gin distilling family in England, dating back to 1863.

**Stocked depots:** All depots.
Anno

Kent
Product code: 00031498
Strength: 43%
Established: 2013

Sourced from a secret blend of local hops, lavender, flowers and samphire to create an outstanding multi award winning gin with a unique flavour of Kent; which is then married with traditional botanicals to bring a fusion of juniper, floral, citrus and herbal notes to the palate.

Style:
London Dry

Flavour profile:
Floral

Key botanical:
Juniper & Lavender

Signature serve:
Martini

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Lime slice

Brand fact:
Handcrafted to capture the unique flavours of Kent, known as the “Garden of England”, in Patience, a small batch copper pot-still.

Stocked depots:
Park Royal, Crayford.

Bathtub

Tunbridge Wells
Product code: 00031154
Strength: 43.3%
Established: 2011

An award-winning gin, produced by the enigmatic Professor Cornelius Ableforth made using the traditional method of cold compounding in ultra-small batches. High quality copper pot-still spirit is infused with ingredients including: juniper, orange peel, coriander, cinnamon, cloves and cardamom. If you’re looking for the ultimate gin for a G&T then you’ve just found it!

Style:
Compound

Flavour profile:
Citrus

Key botanical:
Juniper, orange peel & cardamom

Signature serve:
G&T

Recommended mixer:
Fever-Tree Indian Tonic Water

G&T garnish:
Orange slice

Brand fact:
Wrapped entirely by hand using paper, string and wax. Sure to be a hit with amateur and professional mixologists alike.

Stocked depots:
All depots.
**Bombay Dry**

*Location:* Laverstoke Mill, Hampshire

*Product code:* 00028967

*Strength:* 37.5%

*Established:* 1950

*A traditional single fold distillation gin with eight hand selected exotic botanicals.*

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Milk thistle

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Lemon

**Brand fact:**
Beauty through simplicity. Rediscover the original London Dry Gin.

**Stocked depots:**
All depots.

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**Brighton**

*Location:* Brighton - East Sussex

*Product code:* 00031689

*Strength:* 40%

*Established:* 2014

*A handmade, small batch gin produced at Brighton’s first (legal) distillery. Botanicals include fresh orange and lime peel, locally-grown coriander seed and milk thistle, indigenous to the South Downs and well-known for its liver-cleansing properties. Each bottle is filled, wax-sealed and labelled by hand, the colour of both wax and label being that of Brighton’s distinctive seafront railings.*

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Milk thistle

**Signature serve:**
Brighton Gin Rocktail

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Brighton rock or orange slice

**Brand fact:**
From the UK’s only pair of female distillers, Kathy Caton and Helen Chesshire (winner Rising Star of the Year- 2016 International Spirits Challenge)

**Stocked depots:**
All except Scotland.
Bombay Sapphire

*Laverstoke Mill, Hampshire*

**Product code:** 00015492

**Strength:** 40%

**Established:** 1987

Bombay Sapphire is a perfect balance of a unique combination of ten hand-selected exotic botanicals from around the world, created through the vapour infusion distillation process.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Lime

**Brand fact:**
Based on one of the earliest recorded recipes for premium London Dry Gin, Bombay Sapphire still uses a carter head still, which delicately infuses the flavour of the botanicals.

**Stocked depots:**
All depots.

Star of Bombay

*Laverstoke Mill, Hampshire*

**Product code:** 00029488

**Strength:** 47.5%

**Established:** 2015

Star of Bombay is created through a slower distillation process which gives increased extraction of the essential oils and flavours of the botanicals for increased richness and complexity.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Citrus bergamot & ambretta seed

**Signature serve:**
Martini

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Orange

**Brand fact:**
It is a quintessentially refined gin, slow distilled in single batches by Bombay Sapphire’s Master Distiller at the state-of-the-art Laverstoke Distillery.

**Stocked depots:**
All depots.
Silent Pool

Surrey
Product code: 00031118
Strength: 43%
Established: 2014

Silent Pool gin’s 24 unique botanicals include two types of juniper berries, kaffir lime leaves, fresh and dried citrus and pear, a floral infusion of lavender, rose, elderflower and chamomile - all blended together with the subtle sweetness of local honey to create a well-balanced gin that is both traditional and refreshingly individual.

Style:
London Dry

Flavour profile:
Floral

Key botanical:
Juniper, lavender & kaffir lime

Signature serve:
G&T

Recommended mixer:
1724 Tonic

G&T garnish:
Orange peel or Silent Pool Mist

Brand fact:
A unique four-stage distillation allows the 24 botanicals to shine in this beautifully complex, balanced gin.

Stocked depots:
All depots.
**Twisted Nose**

*Winchester Hampshire*

Product code: 00032733  
Strength: 40%  
Established: 2014  

Distilled at the Winchester Distillery, a small batch gin that combines ten botanicals including local watercress to create a gin that is intense, fragrant and refreshing. The Romans knew watercress as Nasturtium, meaning “twisted nose”, from which the gin takes its name.

**Style:**  
London Dry  

**Flavour profile:**  
Spice  

**Key botanical:**  
Watercress  

**Signature serve:**  
G&T  

**Recommended mixer:**  
Fever-Tree Indian or Elderflower  

**G&T garnish:**  
Pink or red grapefruit  

**Brand fact:**  
Only gin using watercress adding a light peppery sparkle for a really refreshing G&T.

**Stocked depots:**  
Hedge End.

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**6 O’Clock**

*Gloucestershire*

Product code: 00033911  
Strength: 43%  
Established: 2010  

6 O’clock Gin is a super premium gin producing a smooth juniper flavour with a fine balance of botanicals including coriander, orange peel and elderflower. A London Dry Gin, the smooth clean taste is a direct result of the still, distiller’s craft and the harmony of the botanicals.

**Style:**  
London Dry  

**Flavour profile:**  
Juniper  

**Key botanical:**  
Juniper & winter savoury  

**Signature serve:**  
G&T  

**Recommended mixer:**  
Distiller’s own  

**G&T garnish:**  
According to season  

**Brand fact:**  
Strikingly smooth in a beautiful Bristol blue bottle. 6 o’clock is the perfect time for a G&T.

**Stocked depots:**  
Fosse.
**Conker**

*Dorset*

**Product code:** 00031329  
**Strength:** 40%  
**Established:** 2015

Distilled in Bournemouth from British wheat and New Forest Spring Water, the Dorset Dry is a refreshing take on a London Dry. Whilst still a classic gin true to juniper, Conker has bright and refreshing herbaceous notes from the Dorset inspired botanicals of elderberries, marsh samphire and hand-picked gorse flowers. Well balanced, complex with a long summery finish.

**Style:** London Dry  
**Flavour profile:** Herbaceous  
**Key botanical:** Gorse flowers, samphire & elderberries

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Lime or grapefruit zest

**Brand fact:** Dorset’s 1st gin distillery. Focused on quality without the gimmicks. Produced in tiny 120 bottle batches using hand-picked gorse flowers and local New Forest water.

**Stocked depots:** Birmingham, Hedge End, Fosse.

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**Plymouth**

**Plymouth**

**Product code:** 00027153  
**Strength:** 41.2%  
**Established:** 1793

Since 1793, Plymouth has been distilled from a unique blend of seven botanicals, soft Dartmoor water and pure grain alcohol at the historic Black Friars Distillery - the oldest working distillery in England. Plymouth Gin has a great depth of flavour with deep earthy notes and a wonderfully fresh juniper and lemony bite. No single botanical dominates the overall flavour. The finish is long and dry.

**Style:** Plymouth  
**Flavour profile:** Juniper  
**Key botanical:** Juniper

**Signature serve:** Martini

**Recommended mixer:** Fever-Tree Aromatic Tonic

**G&T garnish:** Lemon or lime

**Brand fact:** Plymouth Original Strength is a unique, protected style of gin originating from the city of Plymouth, South West England.

**Stocked depots:** All depots.
Tarquin’s
Cornwall
Product code: 00031117
Strength: 42%
Established: 2012

A contemporary take on a classic London Dry; fragrant hand-picked Devon violets and fresh orange zest are used to deliver an aromatic sensation unlike any other. Only the best and most pure spirit (the hearts) makes it into Tarquin’s gin, which is diluted to bottling strength at 42% with Cornish spring water.

Style:
London Dry

Flavour profile:
Citrus

Key botanical:
Devonshire violets & citrus

Signature serve:
Negroni

Recommended mixer:
Fever-Tree Mediterranean Tonic

G&T garnish:
Grapefruit & thyme

Brand fact:
Fully independent, family run distillery handcrafting gin by the North coast of Cornwall using our flame fired, copper pot still called Tamara.

Stocked depots:
All depots.

Williams Elegant
Herefordshire
Product code: 00025504
Strength: 48%
Established: 2010

Made from scratch using rare varieties of apples from Chase’s 200 year old organic cider orchards. In a bespoke gin still, the botanicals include hops, elderflower, juniper, Bramley apple and angelica as well as secret wild botanicals from Chase’s meadows and fresh water from their well.

Style:
London Dry

Flavour profile:
Floral

Key botanical:
Bramley apple

Signature serve:
Martini

Recommended mixer:
No mixer

G&T garnish:
Apple slice

Brand fact:
The base spirit is made from apples; the first gin in the UK to be made this way.

Stocked depots:
All depots.
**Williams GB**

*Herefordshire*

**Product code:**
00029781

**Strength:** 40%

**Established:** 2012

Britain’s first single-estate gin. Juniper buds and berries are added to Chase Vodka in the belly of the copper carter head style still, Ginny, for the driest finish. Wild botanical infusions of cinnamon, nutmeg, ginger, almond, coriander, cardamom, cloves, liquorice and lemon give this one-of-a-kind gin its distinctive flavour.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Mediterranean Tonic

**G&T garnish:**
Ginger & lemon slice

**Brand fact:**
Britain’s first single-estate Gin. Voted ‘double gold’ and ‘best in class’ at the San Francisco spirits competition 2016. Gluten free.

**Stocked depots:**
All depots.

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**Cotswolds**

*The Cotswolds*

**Product code:**
00030148

**Strength:** 46%

**Established:** 2014

A blend of nine delectable botanicals including local lavender, give this London Dry an aromatic twist. Made in small batches in a copper pot still, the distillation is run slowly for maximum flavour using fresh hand-peeled lime and grapefruit zest to preserve the oils. Non chill filtered means that when ice or tonic is added, it “louches” as the oils from the botanicals come through.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Lavender

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Pink grapefruit slice & bay leaf

**Brand fact:**

**Stocked depots:**
All depots.
**Warner Edwards Harrington Dry**

*Harrington - Northamptonshire*

**Product code:** 00031108

**Strength:** 44%

**Established:** 2012

Distilled on a family farm, Harrington Dry gin is the first born Warner Edwards gin. Global award-winning with a truly sophisticated well rounded, complex palate. Strong notes of cardamom and nutmeg produce a warm and smooth gin.

**Style:** London Dry

**Flavour profile:** Herbaceous

**Key botanical:** Cardamom

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Orange slice

**Brand fact:** Distilled in a 200 year old barn and cut to strength using water from a spring on the farm.

**Stocked depots:** All depots.

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**Broker's**

*Birmingham*

**Product code:** 00028053

**Strength:** 40%

**Established:** 1999

Made with the finest herbs, spices and fruit imported from three continents; specially blended to be dry, not unlike the British sense of humour. Created by two quintessentially English brothers, Broker's channels the image of a bowler-hatted gentleman, (an archetypal stockbroker), to reflect the fact that historically, England is the home of gin. Every bottle features a bowler hat!

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Juniper

**Signature serve:** Bramble

**Recommended mixer:** Fever-Tree Tonic

**G&T garnish:** Rhubarb

**Brand fact:** Has won more top international awards over 10 years than any other gin, including 97/100 at the 2010 Ultimate Spirits Challenge, New York. No other gin has ever scored so highly.

**Stocked depots:** All depots.
Burleighs Signature

Leicestershire
Product code: 00030535
Strength: 40%
Established: 2014

Distilled with 11 of the world’s finest botanicals; including silver birch, dandelion, burdock and elderberries in a 450 litre Holstein copper pot still, producing just 200 litres distillate per day. Incredibly smooth and balanced, it is perfect for a classic gin and tonic with a twist of orange zest or a wedge of freshly cut grapefruit. All product bottled on site.

Style: London Dry
Flavour profile: Juniper
Key botanical: Juniper, dandelion & burdock
Signature serve: G&T
Recommended mixer: Fever-Tree Indian Tonic
G&T garnish: Pink grapefruit wedge
Brand fact: Big, bold London Dry Gin. Smooth yet flavoursome; perfect for G&Ts.
Stocked depots: All depots.

Burleighs Export Strength

Leicestershire
Product code: 00030546
Strength: 47%
Established: 2014

Expertly distilled to the same botanical recipe as the signature gin. Bold juniper in abundance; long and dry with peppery warmth. Perfectly suited to a Martini or Negroni cocktail, or a more robust G&T.

Style: London Dry
Flavour profile: Juniper
Key botanical: Juniper, dandelion & burdock
Signature serve: Negroni
Recommended mixer: Fever-Tree Indian Tonic
G&T garnish: Orange twist & basil
Brand fact: Big, bold London Dry Gin. Smooth, yet flavoursome and spicy; perfect for cocktails.
Stocked depots: XR.
Burleighs Distiller’s Cut

*Leicestershire*

Product code: 00030545

Strength: 47%

Established: 2014

Using the same eleven botanicals as the Signature gin in a different ratio. Distiller’s Cut has a higher proportion of softer, sweeter and more floral ingredients making it perfectly suited to cocktail, such as the Martinez or Tom Collins.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Juniper, dandelion & burdock

**Signature serve:**
Martinez

**Recommended mixer:**
Fever-Tree Indian or Mediterranean

**G&T garnish:**
Pink grapefruit & rosemary

**Brand fact:**
Contemporary style of gin with soft floral warming spices - just perfect.

**Stocked depots:**
XR.
Langley’s No. 8

*Birmingham*

Product code: 00028803
Strength: 41.7%
Established: 2014

A perfectly balanced gin of classic taste, Langley's No.8 is made with a secret blend of eight botanicals, harvested at their freshest. Traditional methods, family values and generations of experience go into every small batch, handcrafted bottle of Langley's No.8 Gin.

**Style:** London Dry

**Flavour profile:** Juniper

**Key botanical:** Secret blend

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Tonic

**G&T garnish:** Pink grapefruit & basil

**Brand fact:** Langley’s distillery lent its name to this gin, the first time ever, deeming it worthy of such a title.

**Stocked depots:** All depots.

Whitley Neill

*Birmingham*

Product code: 00031638
Strength: 43%
Established: 2010

Handcrafted small batch Dry Gin. Blended using classic botanicals with exotic African essences like baobab pulp and cape gooseberry. Rich notes of juniper and citrus, pot pourri and exotic spices entice the senses.

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Baobab pulp

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Mediterranean Tonic

**G&T garnish:** Orange slice

**Brand fact:** Blended with exotic African essences like baobab pulp and cape gooseberry.

**Stocked depots:** All depots.
JJ Whitley

*Birmingham*

Product code: 00032181

Strength: 38.6%

Established: 2016

JJ Whitley London Dry Gin is blended with eight botanicals including juniper and citrus peel, resulting in a smooth liquid which can be consumed straight over ice or with a tonic. The JJ Whitley range is inspired by the British countryside and comprises subtle and unusual flavours and a family tradition of distilling high quality liquids.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Lime wedge

**Brand fact:**
Unusual flavours of parma violets, inspired by the English countryside.

**Stocked depots:**
All depots.

Adnams Copper House

*Southwold, Suffolk*

Product code: 00028428

Strength: 40%

Established: 2010

Handmade with six carefully chosen botanicals, Adnams Copper House Dry Gin is elegant and approachable; classically charged with juniper, rich with floral and citrus notes. It’s warm and welcoming.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Sweet orange peel & hibiscus flower

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Orange zest twist

**Brand fact:**

**Stocked depots:**
All depots.
Greenall’s

**Warrington**
Product code: 00026608
Strength: 37.5%
Established: 1761

For over 250 years, Greenall’s - The Original - has been handcrafted by England’s oldest gin distillers. Seven generations of master distillers have passed down the unique recipe using only the finest botanicals to produce a gold award-winning gin; the heart of the classic gin and tonic.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Lime

**Brand fact:**
The original London Dry gin produced since 1761.

**Stocked depots:**
All depots.

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BLOOM

**Warrington**
Product code: 00022186
Strength: 40%
Established: 2008

A light, delicate and floral gin with a totally unique slightly sweet taste created by a bespoke blend of three botanicals: honeysuckle, chamomile and pomelo.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Pomelo, honeysuckle & camomile

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Strawberries

**Brand fact:**
A delicate, floral gin created by Joanne Moore, one of the few female Master Distiller’s in the world.

**Stocked depots:**
All depots.
### Boodles

**UK**

- **Product code:** 00030089
- **Strength:** 40%
- **Established:** 1845

A quintessential proper British gin, made with labour and patience. A perfectly balanced London Dry gin with a unique botanical make-up delivering a clean, crisp and herbaceous taste. Containing no citrus which means its works with an array of garnishes such as orange, grapefruit, lime or lemon.

- **Style:** London Dry
- **Flavour profile:** Herbaceous
- **Key botanical:** No citrus
- **Signature serve:** G&T
- **Recommended mixer:** Mediterranean Tonic
- **G&T garnish:** Grapefruit or Lemon
- **Brand fact:** The most quintessential British Gin. Served by the charming butler Mr Boodles, delivering a refreshing G&T to those who #SendForBoodles!

- **Stocked depots:** All depots.

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### Opihr

**Warrington**

- **Product code:** 00028060
- **Strength:** 40%
- **Established:** 2013

Opihr Oriental spiced gin has bursts of citrus balanced with rich, earthy aromas and a soft spice. Opihr epitomises the exotic intensity of the Orient, awakening the senses to a new style of gin.

- **Style:** London Dry
- **Flavour profile:** Spice
- **Key botanical:** Cubeb berries & black pepper
- **Signature serve:** G&T
- **Recommended mixer:** Fever-Tree Tonic
- **G&T garnish:** Orange slice
- **Brand fact:** Inspired by and named after Ophir, a legendary region thought to have been in the Orient along the ancient spice route.

- **Stocked depots:** All depots.
Bulldog

Warrington

Product code: 00028423
Strength: 40%
Established: 2007

The iconic and multi award-winning Bulldog gin uses 100% British wheat to create a smooth, eminently mixable, citrus-forward gin with multiple layers of flavour. Its 12 botanicals include White Poppy from Turkey, along with Dragon Eye and Lotus Leaf from China. Combined, these give a layer of distinction to the gin that is championing modernity and the new generation of gin drinkers.

Style:
London Dry

Flavour profile:
Citrus

Key botanical:
White Poppy, Dragon Eye & Lotus Leaf

Signature serve:
Tom Collins

Recommended mixer:
Fever-Tree Tonic

G&T garnish:
Grapefruit wedge & lemon peel

Brand fact:
Bulldog Gin is the fastest growing premium gin in the world, notching up a compound annual growth rate of 34% from 2011-2015 (IWSR, 2016)

Stocked depots:
All depots.
**Thomas Dakin**

*Warrington*

**Product code:** 00031421

**Strength:** 42%

**Established:** 2015

Handcrafted in a copper pot still, Thomas Dakin is a traditional juniper-led gin with notes of sweet orange and citrus; enlivened by an infusion of distinctive red cole (horseradish), a root botanical used in refreshing cordials in 18th century northern England, gives the gin its long, lingering finish.

**Style:** London Dry

**Flavour profile:** Juniper

**Key botanical:** Orange peel & red cole

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Mediterranean Tonic

**G&T garnish:**
Orange peel

**Brand fact:**
A small batch gin of unmistakable character handcrafted using the finest botanicals; inspired by Thomas Dakin, the forefather of quality English gin.

**Stocked depots:**
Runcorn.

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**Liverpool**

*Liverpool*

**Product code:** 00033151

**Strength:** 43%

**Established:** 2009

Small batch English Gin. Produced in Liverpool in a copper pot still using the finest botanicals to recreate flavours of the past, a fruity and aromatic gin.

**Style:** London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Premium tonic

**G&T garnish:**
Watermelon slice

**Brand fact:**
Blended using the finest botanicals, handcrafted in a copper pot still.

**Stocked depots:**
All depots.
Masons

Bedale - North Yorkshire

Product code: 00029664

Strength: 42%
Established: 2013

Made using a traditional slow distillation method using pure Yorkshire water and just the right balance of juniper, citrus elements and secret botanical ratio. Savoury spice, orange, fennel and pine notes on the nose. Smooth and warming, packing a punch of coriander, spice and juniper; dry but not too dry. Vanilla, fennel and citrus follow with a long lingering finish of juniper and orange.

Style:
London Dry

Flavour profile:
Juniper

Key botanical:
Juniper & fennel

Signature serve:
G&T

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Orange or pink grapefruit zest

Brand fact:
Distilled in Yorkshire in the market town of Bedale - Yorkshire’s first distillery.

Stocked depots:
All depots.

Masons Lavender Edition

Bedale - North Yorkshire

Product code: 00031838

Strength: 42%
Established: 2015

Dry lavender notes upon the nose, creating a rather soft and subtle experience, followed by a slight fennel aroma. Soft texture on the palate, with a fresh candied lavender sweet flavour dominating. Rather subtle across the senses, with anise creeping in on the dry finish.

Style:
London Dry

Flavour profile:
Floral

Key botanical:
Lavender

Signature serve:
G&T

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Lemon zest

Brand fact:
Distilled in our copper alembic stills “Steve” & “Leftie” in 200 litre batches; each 70cl bottle bears its own handwritten batch and bottle number.

Stocked depots:
All depots.
Masons Tea Edition

**Bedale - North Yorkshire**

**Product code:** 00031837

**Strength:** 42%

**Established:** 2015

Dry notes of Yorkshire tea are present on the nose, with fresh, light hits. Delicate and fresh upon the palate with a slight citrus sharpness hitting the senses. Plenty of dry Yorkshire tea notes blast through, with fresh aniseed, cardamom and pepper making an appearance upon the long finish before the tea returns.

**Style:** London Dry

**Flavour profile:** Herbaceous

**Key botanical:** Yorkshire tea

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Lemon zest

**Brand fact:** Yorkshire gin made with Yorkshire tea; as Yorkshire as it gets!

**Stocked depots:** All depots.

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Slingsby

**North Yorkshire**

**Product code:** 00031691

**Strength:** 42%

**Established:** 2015

Slingsby is named after William Slingsby, who discovered the Tewit well in 1571. Made using 24 botanicals, 17 of which are from Harrogate and surrounding areas.

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Grapefruit

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Indian Tonic

**G&T garnish:** Pink grapefruit twist & blueberries

**Brand fact:** Made using Harrogate spring water. Winner of 11 industry awards.

**Stocked depots:** All depots except Scotland.
Poetic Licence - Northern Dry Gin

_Roker - Tyne and Wear_
Product code: 00032142
Strength: 43.2%  
Established: 2015
Delivers a big punch of juniper that is finely balanced with green cardamom for a warm and spicy flavour. With undertones of lemon and eucalyptus, the inclusion of Persian lime intensifies the citrus feel while adding a note of perfume. As for the other botanicals...well, that remains a secret for now.

Awarded Gin Master from the Gin Master Awards, 2016.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Cardamom & Iranian lime

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Pink grapefruit

**Brand fact:**
Wild spirits produced in a small batch distillery in the North East with some of the botanicals coming from their own botanical garden.

**Stocked depots:**
Runcorn, Wetherby.

The Lakes

_The Lakes Distillery, Cumbria_
Product code: 00031645
Strength: 43.7%  
Established: 2014
The only gin to be distilled in the Lake District. Produced in a traditional pot still using local botanicals including local juniper together with 13 other botanicals native to the Lakes, such as bilberry, heather and meadowsweet - produces a gin which is complex, intriguing and delicious. A true product of the Lakes.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Local juniper & bilberries

**Signature serve:**
G&T

**Recommended mixer:**
Fentimans Tonic

**G&T garnish:**
Lime slice

**Brand fact:**
Local botanicals from the fells. Multi award-winning, including the International Spirits Challenge.

**Stocked depots:**
Runcorn, Wetherby.
Tanqueray

*London*

Product code: 00015495

Strength: 43.1%

Established: 1830

When Charles Tanqueray established his Bloomsbury distillery in 1830, he laid down the foundations for what would become one of the world’s most awarded gins. Tanqueray is a smooth, delicious premium London Dry Gin with an array of botanicals and a grapefruit peel edge housed in a classically designed green bottle.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
Classic cocktails such as the Martini, Tom Collins or Singapore Sling.

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Lime

**Brand fact:**
Recognised worldwide by its iconic green cocktail shaker-inspired bottle, Tanqueray London Dry is the number one imported gin in the U.S.

**Stocked depots:**
All depots.

Tanqueray No.TEN

*London*

Product code: 00015513

Strength: 47.3%

Established: 1830s

Named after the still number of its origin, Tanqueray No.TEN gin is a homage to the passion and attention to detail that Charles Tanqueray stood for. Crafted with the perfect Martini in mind.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Juniper

**Signature serve:**
The ultimate Martini, with a little dry vermouth & a twist of grapefruit peel.

**Recommended mixer:**
Fever-Tree Tonic Water

**G&T garnish:**
Grapefruit

**Brand fact:**
Tanqueray No.TEN is the first white spirit to enter the San Francisco spirit award hall of fame; has four years of winning double gold.

**Stocked depots:**
All depots.
Jinzu

UK

Product code: 00029601
Strength: 41.3%
Established: 2014

Jinzu is the marriage of British gin with the delicate flavour of cherry blossom and yuzu citrus fruit, finished by smooth Japanese sake. Drawing on almost 250 years of distilling heritage and expertise to craft a classically British gin with a delightful Japanese twist.

Style:
New Western

Flavour profile:
Citrus

Key botanical:
Yuzu Citrus & Cherry Blossom

Signature serve:
Dry Martini with a touch of plum wine

Recommended mixer:
Fever-Tree Tonic

G&T garnish:
Green apple

Brand fact:
Winner of Diageo’s Show Your Spirit competition, Jinzu was created by Bristol Bartender Dee Davies. Jinzu is a British gin with a Japanese twist, using both traditional and Japanese botanicals alongside the addition of sake. Named after the Jinzu River, which is lined by over 1,000 cherry trees.

Stocked depots:
All depots.
Brockmans

*Birmingham*

Product code: 00028961

Strength: 40%

Established: 2008

Brockmans is intensely smooth with a soft, fruity character derived from the carefully selected botanicals used in distillation. Italian juniper berries provide pine, lavender and camphor notes. Spanish lemon and orange peel add zesty citrus. However, it’s the unique use of dried wild blueberries and blackberries that give Brockmans its most distinctive flavour.

**Style:**
New Western

**Flavour profile:**
Fruit

**Key botanical:**
Juniper, citrus & berries

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Pink grapefruit & blueberries

**Brand fact:**
Brockmans is an intensely smooth gin that you can drink neat over ice.

**Stocked depots:**
All depots.

Gordon’s

*London*

Product code: 00028432

Strength: 37.5%

Established: 1760s

The world’s best-selling London Dry Gin. Gordon’s is a brand that has become synonymous with its juniper and citrus-infused style that’s said to be the ginniest of gins.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
G&T or classic cocktails

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Lime

**Brand fact:**
Gordon’s juniper berries are picked by hand and stored for two years to mellow the flavour while intensifying the oils.

**Stocked depots:**
All depots.
Gin from SCOTLAND
Edinburgh Gin is a juniper-forward London Dry Gin, with unique Scottish identity. A carefully balanced blend of 14 botanicals including lavender, pinebuds, milk thistle seed, mulberries and cobnuts. Lemongrass and lime peel contribute lively citrus notes. Crafted in Edinburgh and Leith distilleries, this is a delightfully crisp gin with a distinctively smooth finish.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Scots pine

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree or Fentimans Tonic

**G&T garnish:**
Orange peel

**Brand fact:**
A uniquely Scottish mix of botanicals; pine buds, lavender, cobnuts, mulberries and milkthistle seeds.

**Stocked depots:**
All depots.

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**Edinburgh**

**Product code:**
00028864

**Strength:**
43%

**Established:**
2010

Distilled using a pioneering pre-aging distillation technique, Daffy's has great depth of flavour and complexity with an ultra smooth mouthfeel and finish. Multiple award-winning, including IWSC Gold for world’s best London Dry Gin, Daffy’s is a classic London Dry in style with a new world of finesse and smoothness.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Lebanese mint

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree or Fentimans Tonic

**G&T garnish:**
Lime wedge & mint sprig

**Brand fact:**
Daffy is the Goddess of Gin. First written about in the 1700s, Daffy is the essence of great gin; a lover of life who has transcended the decades.

**Stocked depots:**
All depots.
Makar

Glasgow
Product code: 00029666
Strength: 43%
Established: 2014

Handmade in small batches in the only gin distillery in Glasgow and named after the ancient Scottish word for ‘maker’. The distinctive, award-winning taste comes from the unique characteristics of ‘Annie’ the Pot still; the unusual botanicals used to produce it include coriander seeds, rosemary, liquorice, cassia bark, angelica root, lemon peel, black peppercorns and of course, juniper berries.

Style: London Dry
Flavour profile: Juniper
Key botanical: Juniper
Signature serve: G&T
Recommended mixer: Fever-Tree Indian Tonic
G&T garnish: Thin slice of green chilli
Brand fact: The heptagonal bottle represents the seven supporting botanicals; the shape and balance appeals to the On-Trade, with strong back bar standout.

Stocked depots: Glasgow, Dundee.

Hendrick’s

Girvan
Product code: 00015503
Strength: 41.4%
Established: 1999

A most unusual gin. Hendrick’s uses a marriage of spirits from a carter head and bennett still to produce a divinely smooth gin with both character and balance. Eleven peculiar botanicals are used along with unique infusions of cucumber and rose petals to create a wonderfully refreshing taste with a delightfully floral aroma.

Style: New Western
Flavour profile: Herbaceous
Key botanical: Cucumber
Signature serve: Floradora
Recommended mixer: Premium tonic
G&T garnish: Cucumber
Brand fact: No other gin tastes like Hendrick’s because no other gin is made like Hendrick’s. Infused with Bulgarian Rosa Damascena and cucumber.

Stocked depots: All depots.
NB

North Berwick
Product code: 00031934
Strength: 42%  
Established: 2014

NB Gin is handcrafted in North Berwick, Scotland, in 200 litre batches by Steve and Viv Muir. A work of exacting precision and passion, NB contains only five botanicals and variations in the process are not tolerated, not even 1 gram of botanicals or 1°C degree change in temperature.

Style:
London Dry

Flavour profile:
Juniper

Key botanical:
Juniper

Signature serve:
Martini

Recommended mixer:
Fever-Tree Naturally Light

G&T garnish:
Lime wedge

Brand fact:
Official Royal Family gin.

Stocked depots:
XR.

Eden Mill Original

St Andrews
Product code: 00031682
Strength: 42%  
Established: 2014

Eden Mill of St Andrew’s take on the London Dry. These very creative craft brewers turned distillers use the local Sea Buckthorn to add fragrant citrus notes to a classic London Dry gin recipe. The ceramic bottle and understated packaging are the perfect complement to the artisanally made liquid.

Style:
London Dry

Flavour profile:
Citrus

Key botanical:
Citrus & juniper

Signature serve:
Blueberry Sour

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Grapefruit peel

Brand fact:
A slight twist on a classic London Dry, Eden Mill Original is made with locally sourced sea buckthorn.

Stocked depots:
All depots.
Eden Mill Love

*St Andrews*

Product code: 00031679

Strength: 42%

Established: 2014

Made with raspberries, hibiscus flowers, rose petals and goji berries, as well as classic gin botanicals. Although fruity and lightly pink in colour, Eden Mill Love retains the characteristic crisp and dry character of a London Dry, making it a great ingredient for cocktails and G&Ts.

**Style:**
New Western

**Flavour profile:**
Fruit

**Key botanical:**
Berries & Juniper

**Signature serve:**
Clover Club

**Recommended mixer:**
Fever-Tree Mediterranean Tonic

**G&T garnish:**
Strawberries & Black Pepper

**Brand fact:**
Fruity on the nose yet crisp and dry on the palate, Eden Mill Love is a great example of a modern, yet balanced gin.

**Stocked depots:**
All depots.

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Eden Mill Hop

*St Andrews*

Product code: 00031680

Strength: 46%

Established: 2014

Perhaps the most experimental of the Eden Mill range, Hop takes inspiration from the brewing origins of the St. Andrews distiller. The use of ‘Australian Galaxy’ hops produces a very aromatic and intense gin that really stands out in cocktails, thanks to its herbaceous and exotic fruit notes.

**Style:**
New Western

**Flavour profile:**
Herbaceous

**Key botanical:**
Hops & exotic fruit

**Signature serve:**
Passionfruit Gin Sour

**Recommended mixer:**
Fever-Tree Ginger Ale

**G&T garnish:**
Orange slice & hops

**Brand fact:**
Extravagant and bold, yet elegant, Eden Mill Hop is a great gin for the beer lover and mixologist alike.

**Stocked depots:**
All depots.
**McQueen Dry**

*Callander*

Product code: 00033952

Strength: 42%

Established: 2016

A classic gin but with McQueen character and differentiation. The nose is juniper-led with a clean distinct forestry aroma. To taste, a burst of juniper gives way to a creamy rich vanilla sweetness with a light spice, ending with a crisp lime pepper finish.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper, vanilla & lime

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Lime spiral

**Brand fact:**
In November 2016, celebrity chef Matt Tebbutt declared to a 500 strong live audience; “This is the best gin I have ever tasted.”

**Stocked depots:**
XR.

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**Strathearn Juniper**

*Methven - Perthshire*

Product code: 00033953

Strength: 47%

Established: 2016

Truly handcrafted and small batches of only 280 bottles produced in both 500L and 50L stills a combination which creates a very full-bodied and balanced juniper-led gin.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Juniper, orange peel & honeyberry

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Juniper berries & orange peel twist

**Brand fact:**
Produced by Scotland’s first microdistillery.

**Stocked depots:**
Glasgow, Dundee.
Arbikie Kirsty’s

**Angus**

Product code: 00031177

Strength: 43%

Established: 2015

Kirsty’s Gin is a true ‘farm to bottle’ product distilled from scratch by Arbikie farm distillery using its own pure highland water and homegrown ingredients, rejecting the usual bought in neutral grain spirit. Containing botanicals natural to the Angus area, including seaweed and Scottish blaeberrys, this gin evokes a crisp fresh balance with lovely floral and citrus aromas.

**Style:**
New Western

**Flavour profile:**
Floral

**Key botanical:**
Blaeberry & Kelp

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Blueberries & lemon twist

**Brand fact:**
Grown, distilled and bottled on a single-estate farm which is even growing its own juniper.

**Stocked depots:**
Glasgow, Dundee.

Arbikie AK’s

**Angus**

Product code: 00033909

Strength: 43%

Established: 2016

AK’s Gin was created as a tribute to Alexander K. Stirling, the father of the Arbikie founders. Distilled on the farm using 100% home grown wheat and locally sourced honey, together with botanicals such as mace, black pepper, and orange peel. It has a beautiful buttery character with an earthy and spicy twist. Incredibly smooth with an essence of the bees’ golden nectar.

**Style:**
New Western

**Flavour profile:**
Floral

**Key botanical:**
Honey, calamus root

**Signature serve:**
G&T

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Rosemary & orange twist

**Brand fact:**
Arbikie farm distillery has the rare ability of being able to trace its spirits back to the exact field and distils all its spirits from scratch.

**Stocked depots:**
Glasgow, Dundee.
Rock Rose

Dunnet Bay

Product code: 00031435
Strength: 41.5%
Established: 2014

Rock Rose became a consumer’s favourite within one year of its creation. By using locally sourced botanicals such as Rhodiola Rosea, Blaeberries and Rowan Berries, distiller/ founder Martin has created a wonderfully smooth and floral gin. Although delicate on the nose, Rock Rose comes through nicely in G&Ts and cocktails and the iconic ceramic bottle is a retail favourite.

Style: New Western
Flavour profile: Floral
Key botanical: Rhodiola rosea & sea buckthorn
Signature serve: Bees Knees
Recommended mixer: Fever-Tree Mediterranean Tonic
G&T garnish: Rose bud and lemon

Brand fact: Rock Rose is a modern classic that unites tradition and innovation to create a smooth and floral gin.

Stocked depots: All depots.

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Caorunn

Scottish Highlands
Product code: 00025475
Strength: 41.8%
Established: 1824

Made with five hand-foraged Celtic botanicals including rowanberry, heather, bog myrtle, dandelion and coul blush apple.

Style: London Dry
Flavour profile: Citrus
Key botanical: Rowanberry
Signature serve: G&T
Recommended mixer: Fever-Tree Naturally Light Tonic
G&T garnish: Red apple
Brand fact: Handcrafted small batch gin made in the Speyside region of the Scottish Highlands. Truly authentic, hand-foraged botanicals infused in a copper berry chamber.

Stocked depots: All depots.
The Botanist

**Islay**

Product code: 00028609

Strength: 46%

Established: 2011

Handcrafted and distilled on the Scottish island of Islay, The Botanist is a progressive exploration of the island’s botanical heritage. Nine classic gin botanicals are augmented by 22 hand-foraged herbs and flowers, all collected responsibly. The Botanist’s rich, smooth and delicate flavours deliver a gin of layered depth and complexity.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Juniper

**Signature serve:**
The Foraged B&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Be creative

**Brand fact:**
Unprecedented total of 31 botanicals, of which 22 are hand-foraged on Islay. The one and only Islay gin.

**Stocked depots:**
All depots.

Blackwoods Vintage Dry Gin

**Shetland Islands**

Product code: 00029943

Strength: 40%

Established: 2012

Blackwoods Gin is the world’s first Vintage Dry Gin. Shetland botanicals are infused with juniper, coriander and other botanicals to give its unique, complex character. The distillation is in small batches using a traditional copper pot still. Each year, the botanicals are harvested by hand, changing slightly with each harvest due to the quality and quantity available. A new vintage is born.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Shetland botanicals

**Signature serve:**
Shetland Storm

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Thyme

**Brand fact:**
A unique premium handcrafted gin, made using hand-picked botanicals from Shetland. The world’s first Vintage Dry Gin.

**Stocked depots:**
All depots.

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66. **PRODUCT RANGE**

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**SPIRIT COLLECTION**
PRODUCT RANGE

67. // GIN
Gin from

WALES & IRELAND
**Jawbox**

*Echlinville Distillery - Northern Ireland*

- **Product code:** 000033018
- **Strength:** 43%
- **Established:** 2016

Jawbox is distilled very slowly in a traditional copper pot still for the best quality spirit and maximum influence from the botanicals after they have steeped overnight in the warmed spirit. While most of the botanicals are ‘steep and boil’, three of the botanicals use the vapour extraction method to preserve their delicate flavour and aroma.

- **Style:** London Dry
- **Flavour profile:** Juniper
- **Key botanical:** Black Mountain heather
- **Signature serve:** J&G - Jawbox and ginger ale
- **Recommended mixer:** Fever-Tree Ginger Ale
- **G&T garnish:** Lime wedge
- **Brand fact:** Ireland's first and only single-estate gin produced at the Echlinville estate distillery. Named in honour of the iconic Belfast Sink, the ‘Jawbox’.
- **Stocked depots:** All depots.

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**Brecon**

*Wales*

- **Product code:** 00028400
- **Strength:** 40%
- **Established:** 2000

Brecon Gin is a fine quality distilled gin using botanicals from the four corners of the world and bottled at Penderyn Distillery using water from the beautiful Brecon Beacons National Park.

- **Style:** London Dry
- **Flavour profile:** Floral
- **Key botanical:** Juniper
- **Signature serve:** Angostura Bitters, Fever-Tree Tonic & Lime
- **Recommended mixer:** Fever-Tree Tonic
- **G&T garnish:** Lime
- **Brand fact:** Uses water from the Brecon Beacons National Park; clarity and purity of Brecon Gin prevails in the clear, tall glass bottle.

- **Stocked depots:** All depots.
Gunpowder

*The Shed Distillery, Co. Leitrim - Ireland*

Product code: 00033625
Strength: 43%
Established: 2016

Slow distilled by hand in a medieval copper pot using oriental botanicals and gunpowder tea. Eight fresh botanicals are distilled in the copper pot while three fresh oriental citrus botanicals and gunpowder tea are distilled through the vapour basket.

**Style:**
London Dry

**Flavour profile:**
Spice

**Key botanical:**
Oriental botanicals with gunpowder tea

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Red grapefruit

**Brand fact:**
Outstanding, distinctive bottle made from cosmetic glass and debossed copper cork. Voted by the public, the best Gin in Ireland in 2016.

**Stocked depots:**
All depots.

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Glendalough Wild Botanical

*Ireland*

Product code: 00033954
Strength: 41%
Established: 2017

Every season, the team at Glendalough Distillery forage in the wilds of the Wicklow countryside for the freshest and most interesting local wild botanicals. Now they have managed to capture all four seasons in one bottle.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Juniper, gorse flower & meadowsweet

**Signature serve:**
G&T

**Recommended mixer:**
Premium tonic

**G&T garnish:**
Lemon twist and sprig of mint

**Brand fact:**
Foraged wild Irish botanicals distilled seasonally and blended all year round to create the most incredible small batch Irish Gin.

**Stocked depots:**
XR.
Gin from THE REST OF THE WORLD

Citadelle

France
Product code: 00030128
Strength: 44%
Established: 1995

The 19 botanicals are steeped progressively over 72 hours and distilled in a traditional open flamed Cognac still. Citadelle has a delicate, fragrant nose of fresh flowers, jasmine, honeysuckle and cinnamon, opening up to more herbaceous aromas of anise, grains of paradise and cinnamon. The palate is complex, lead by juniper then fresh flowers; develops into an elegant, highly refined finish.

Style: London Dry
Flavour profile: Juniper
Key botanical: Juniper
Signature serve: G&T
Recommended mixer: Fever-Tree Mediterranean Tonic
G&T garnish: Flamed orange twist
Brand fact: Citadelle was the first of a new breed of artisanal gin and is distilled with an approach like a Michelin star chef. A beautiful, world-class gin.

Stocked depots: All depots.
**Hoxton Gin**

*France*

Product code: 00033196

Strength: 40%

Established: 2009

Hoxton Gin is created initially in the same way as a London Dry, but with an infusion of fresh grapefruit and coconut. This opens up a world of new possibilities, not only for the classic G&T, but this versatile spirit works brilliantly with other mixers such as dry ginger ale and cranberry juice for a range of simple serves.

**Style:**
Flavoured

**Flavour profile:**
Fruit

**Key botanical:**
Grapefruit & coconut

**Signature serve:**
With ginger ale

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Lemon peel

**Brand fact:**
A truly contemporary gin with notes of coconut and grapefruit; created by Gerry Calabrese of the Hoxton Pony.

**Stocked depots:**
All depots.

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**Fair Gin**

*Cognac - France*

Product code: 00029530

Strength: 42%

Established: 2015

World’s first fair trade and organic Gin, using botanicals from a fairtrade co-op in Uzbekistan. Distilled in a very unique Stupfler pot still using original product Fair Quinoa Vodka as based spirit. Only 6 botanicals for a very unique, well balanced flavourful Gin. Juniper, coriander, cardamom from Uzbekistan and angelica roots, grains of paradise, calamus roots from France.

**Style:**
London Dry

**Flavour profile:**
Juniper

**Key botanical:**
Angelica roots, coriander

**Signature serve:**
Martinez

**Recommended mixer:**
Fever-Tree Mediterranean Tonic

**G&T garnish:**
Lemon zest & fresh rosemary

**Brand fact:**
An independent spirits brand, dedicated to high quality products that are sourced ethically and sustainably, that believe in giving back. Think Human, Drink Fair.

**Stocked depots:**
All depots.
Copperhead

*Belgium*

**Product code:** 0031700

**Strength:** 40%

**Established:** 2014

Comprised of just five botanicals: juniper; coriander; cardamom; orange peel and angelica, the balance of this mix is absolutely perfect. The nose shows a lot of coriander and the juniper is clear with a touch of cardamom to finish. The palate begins where the nose leaves off and cardamom is at the forefront with some sweet orange peel coming through to help give this gin its distinctive length.

**Style:** London Dry

**Flavour profile:** Citrus

**Key botanical:** Cardamom & orange

**Signature serve:** G&T

**Recommended mixer:** 1724 Tonic

**G&T garnish:** Orange & fresh coriander

**Brand fact:** Created by a famous Belgian pharmacist interested in the healing aspects of gin. The name Copperhead not only highlights the copper alembic used for its production but also the Agkistrodon contortrix snake (AKA Copperhead) which is the symbol of health for pharmacies.

**Stocked depots:** All depots.

Malfy

*Piedmonte - Italy*

**Product code:** 00032937

**Strength:** 41%

**Established:** 2015

Malfy Gin is distilled by the Vergnano Family in Italy. The key botanicals are Italian juniper, Amalfi Coast lemons, coriander and five other Italian botanicals; these are distilled in a traditional stainless steel vacuum still to capture the fresh and zesty aromas.

**Style:** New Western

**Flavour profile:** Citrus

**Key botanical:** Juniper & Amalfi coast lemons

**Signature serve:** G&T

**Recommended mixer:** Fever-Tree Mediterranean Tonic

**G&T garnish:** Lemon peel

**Brand fact:** Italy claims to be the birthplace of gin, created by Monks in 1050.

**Stocked depots:** All depots.
Larios

*Segovia - Spain*

**Product code:**
00032137

**Strength:** 37.5%

**Established:** 1866

Produced according to the London Dry gin recipe and double distilled using natural Mediterranean ingredients such as juniper berries, coriander and orange peel.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Mediterranean orange & lemon

**Signature serve:**
Mediterranean G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Orange & lemon

**Brand fact:**
Larios has 150 years of gin distilling experience and has become one of the largest selling gins worldwide.

**Stocked depots:**
All depots.

Larios 12

*Segovia - Spain*

**Product code:**
00030295

**Strength:** 40%

**Established:** 1866

Larios 12 combines a wonderful range of 12 aromatic botanicals blended together in four distillations, before a fifth which gently infuses the orange blossom to produce a gin with bold and vibrant flavours.

**Style:**
London Dry

**Flavour profile:**
Citrus

**Key botanical:**
Orange Blossom

**Signature serve:**
Elderflower Collins

**Recommended mixer:**
Premium Tonic

**G&T garnish:**
Lime wedge & orange peel

**Brand fact:**
The premium expression of one of the world’s most popular gin brands. The balance of complex botanicals imparts a hint of sweetness complemented by delicate notes of orange blossom. Deliciously warm and spicy with a dry finish.

**Stocked depots:**
All depots.
Elephant

Hamburg - Germany
Product code: 00030538
Strength: 45%
Established: 2013

Produced using the traditional method of one-shot distillation. The gin’s distinct nose first yields a subtle juniper aroma with an undertone of mountain pine and other herbaceous notes. The taste is complex but strikingly smooth, encompassing floral, fruity and spicy flavours which can be enjoyed both straight and in a cocktail.

Style:
London Dry

Flavour profile:
Herbaceous

Key botanical:
Fresh apples & african buchu

Signature serve:
Martini

Recommended mixer:
Consumer’s choice

G&T garnish:
Apple slice

Brand fact:
A handcrafted award-winning gin made with African botanicals. In support of elephant conservation, 15% of profits are donated to partner foundations (Big Life Foundation and Space For Elephants) in Kenya and South Africa.

Stocked depots:
All depots.

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Gin Mare

Barcelona - Spain
Product Code: 00027837
Strength: 42.7%
Established: 2007

Mediterranean botanicals include basil, thyme, rosemary and the Arbequina olive.

Style:
New Western

Flavour Profile:
Herbaceous

Key Botanical:
Rosemary

Signature Serve:
Red Snapper

Recommended mixer:
1724 Tonic

G&T Garnish:
Sprig of rosemary or thyme

Brand fact:
Gin Mare is the first Mediterranean gin.

Stocked depots:
All depots.
Monkey 47

*Black Forest - Germany*

Product code: 00029443

Strength: 47%

Established: 2007

Contains 47 hand-picked botanicals, including cranberries and 47% ABV. Based on a recipe created by an RAF Wing Commander who retired to the Black Forest and created a gin with the botanicals in his back garden. He owned a pet monkey, hence the name.

**Style:**
New Western

**Flavour profile:**
Herbaceous

**Key botanical:**
Cranberry

**Signature serve:**
Martini

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Grapefruit peel

**Brand fact:**
In February 2015, the world’s most famous wine critic, Robert Parker, said: “Monkey 47 is the greatest gin I have ever tasted. It’s as good as it gets. If ever a gin deserves 100 points, it’s that.”

**Stocked depots:**
All depots.

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Hernö

*Sweden*

Product code: 00033135

Strength: 40.5%

Established: 2012

Hernö Gin is an astonishingly smooth and flavoursome London Dry Gin. Made with only eight natural and certified organic botanicals, the distillery follows the uncompromising one-shot maceration process per batch and then cuts the batch with water drawn from its own water well. The result is an incredibly straightforward and refreshing gin.

**Style:**
London Dry

**Flavour profile:**
Floral

**Key botanical:**
Juniper, Meadowsweet and Lemon peel

**Signature serve:**
G&T

**Recommended mixer:**
Indian Tonic

**G&T garnish:**
Lemon zest and pepper

**Brand fact:**
Most awarded gin in Europe with 40+ International Master & Gold medals and IWSC Gin Producer 2016. Top 10 trending spirit by World’s Best Bars

**Stocked depots:**
XR.
Death's Door

*Wisconsin - USA*

**Product code:** 00029530

**Strength:** 47%

**Established:** 2005

Death’s Door has a simple botanical mix of juniper, coriander and fennel seed. These botanicals are distilled with a unique, creamy base spirit made from scratch with Wisconsin wheat and malted barley. Death’s Door has a full-bodied, complex, London Dry flavour without any bitterness. Robust enough to stand up to big flavours yet soft enough for a Martini—truly the ‘Utility’ gin of our time!

**Style:**
New Western

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
Martini, Corpse Reviver

**Recommended mixer:**
Light Tonic

**G&T garnish:**
Orange slice & mint sprig

**Brand fact:**
Named after Death’s Door passageway, a treacherous stretch of water that the wheat and juniper used for Death’s Door Gin crosses on its journey from Washington Island to the distillery.

**Stocked depots:**
All depots.

No. 209

*San Fransisco - USA*

**Product code:** 00026663

**Strength:** 46%

**Established:** 1882

No. 209 Gin is made in a small distillery on a pier overlooking San Francisco Harbour. The distillation process uses a pot still. Some botanicals are grown outside the back door of the distillery, others are sourced from around the world. No. 209 gin is distilled five times to produce a handcrafted, uniquely complex and intriguing boutique gin that is truly artisanal in quality.

**Style:**
New Western

**Flavour profile:**
Citrus

**Key botanical:**
Bergamot

**Signature serve:**
Oliver Twist

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Orange

**Brand fact:**
The charismatic Master Distiller (known as the “Ginerator”) was the first to use bergamot as a main botanical, after juniper, which adds citrus notes.

**Stocked depots:**
All depots.
Aviation

Portland, Oregon - USA
Product code: 00029361
Strength: 42%
Established: 2006

Aviation belongs to an entirely new category of dry gins. These gins embody a shift away from the usual overabundance of juniper toward a more forward balance of botanicals. Aviation explores the rich, floral and savoury notes of lavender, cardamom, and sarsaparilla to capture the lushness, creativity, and freshness of the Pacific Northwest.

Style:
New Western

Flavour profile:
Spice

Key botanical:
Sarsaparilla

Signature serve:
Aviation

Recommended mixer:
Elderflower Tonic

G&T garnish:
Orange slice

Brand fact:
A collaboration between bartender and distiller, Aviation Gin is named after the Aviation cocktail to honour this connection and its versatility in cocktails.

Stocked depots:
All depots.

Brooklyn

New York - USA
Product Code: 00032375
Strength: 40%
Established: 2010

Locally produced, and handcrafted one small batch at a time; using traditional artisan spirit making methods without compromises. It begins with selecting and preparing the finest natural ingredients, creating a careful honed recipe.

Style:
New Western

Flavour profile:
Citrus

Key botanical:
Hand-cut fresh citrus fruit peel

Signature serve:
Bee’s Knees

Recommended mixer:
Fever-Tree Indian Tonic

G&T garnish:
Twist of lemon

Brand fact:
Hand-cracked juniper berries and fresh hand-cut citrus peels are used to release essential oils and bring out the complexity of ingredients.

Stocked depots:
XR.
**Scapegrace**

*New Zealand*

Product code: 00033935

Strength: 42.2%

Established: 2016

From the bottom of the world comes a gin that's turned tradition upside down. Combining craft with “conviviality”. Scapegrace is distilled in New Zealand using spring water sourced from the country’s southern alps, and 12 wild botanicals from around the world. Scapegrace is a traditional word for rogue or rascal.

**Style:**
New Western

**Flavour profile:**
Citrus

**Key botanical:**
Juniper

**Signature serve:**
With bitter lemon

**Recommended mixer:**
Schweppes Bitter Lemon

**G&T garnish:**
Orange wedge

**Brand fact:**
Award-winning and produced in a hand beaten 19th century John Dore copper still; exclusive batches which are individually numbered.

**Stocked depots:**
XR.

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**Four Pillars**

*Australia*

Product code: 00031419

Strength: 41.8%

Established: 2013

Spicy but with great citrus, a truly modern Australian gin which captures the essence of contemporary Australia’s heritage in Europe and Asia. Using whole oranges, which is unusual, means that the citrus is highly aromatic and supports the spicier botanicals like cardamom.

**Style:**
New Western

**Flavour profile:**
Citrus

**Key botanical:**
Juniper

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Indian Tonic

**G&T garnish:**
Orange wedge

**Brand fact:**
Uses indigenous botanicals including lemon myrtle, Tasmanian pepper berry leaf and whole oranges, which are used for making marmalade afterwards.

**Stocked depots:**
XR.
Williams Pink Grapefruit

*Herefordshire*

Product code: 00033170

Strength: 40%
Established: 2016

A spectacular pairing of pomelo and pink grapefruits with award-winning GB gin. Floral and zesty, a wave of tartness hits your tongue first, followed by a juicy kick of grapefruit peel. Subtle hints of juniper round out the flavour. A London Dry gin with a grapefruit twist.

**Style:**
Flavoured

**Flavour profile:**
Citrus

**Key botanical:**
Pink grapefruit

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Slice of pink grapefruit

**Brand fact:**
One of the few pink grapefruit gins on the market.

**Stocked depots:**
All depots.
Liverpool Valencian Orange

*Liverpool*
Product code: 00033859
Strength: 43%
Established: 2015

Made to the same organic recipe as the celebrated Liverpool Gin but with the addition of vibrant zesty citrus notes from whole oranges from Valencia.

**Style:**
Flavoured

**Flavour profile:**
Citrus

**Key botanical:**
Cardamom

**Signature serve:**
G&T

**Recommended mixer:**
Premium tonic

**G&T garnish:**
Grapefruit wheel

**Brand fact:**
Liverpool Distillery’s head distiller created Liverpool Gin Valencian Orange as a homage to his new daughter-in-law’s home.

**Stocked depots:**
Runcorn.

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Slingsby Rhubarb

*North Yorkshire*
Product code: 00033077
Strength: 40%
Established: 2015

Slingby Rhubarb is made by producing a Wakefield Rhubarb distillate and blended with Slingsby London Dry.

**Style:**
Flavoured

**Flavour profile:**
Fruit

**Key botanical:**
Rhubarb

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Elderflower or Mediterranean Tonic

**G&T garnish:**
Basil leaves, raspberries and cracked black pepper

**Brand fact:**
Awarded Gold at 2016 Gin Masters.

**Stocked depots:**
All depots except Scotland.
McQueen Sweet Citrus

Callander - Scotland
Product code: 00033940
Strength: 42%
Established: 2016

A sweet and distinctive gin using multiple citrus fruits, described as having a solid citrus smack and as very moreish.

Style: Flavoured
Flavour profile: Citrus
Key botanical: Grapefruit, lemongrass & kaffir lime
Signature serve: Elderflower G&T
Recommended mixer: Fever-Tree Elderflower Tonic
G&T garnish: Grapefruit spiral
Brand fact: The only distilled Chocolate Mint Gin in the world.
Stocked depots: XR.

McQueen Chocolate Mint

Callander - Scotland
Product code: 00033939
Strength: 42%
Established: 2016

A range of unique and unusual flavoured gins created by Dale and Vicky McQueen. Vicky is chef and master baker who creates the wacky flavours.

This gin is packed with deep chocolate notes and has a light minty flavour.

Style: Flavoured
Flavour profile: Fruit
Key botanical: Cacao Nibs & Mint
Signature serve: Gin Fizz
Recommended mixer: Fever-Tree Tonic
G&T garnish: Fresh mint
Brand fact: The only distilled Chocolate Mint Gin in the world.
Stocked depots: XR.
McQueen Mocha

*Callander - Scotland*

Product code: 00033937

Strength: 42%

Established: 2016

A range of unique and unusual flavoured gins created by Dale and Vicky McQueen. Vicky is chef and master baker who creates the wacky flavours.

The Mocha flavour comes from hand roasted coffee beans and cacao nibs.

Style: Flavoured

Flavour profile: Fruit

Key botanical: Cacao nibs & mint

Signature serve: Espresso Martini

Recommended mixer: Fever-Tree Mediterranean Tonic

G&T garnish: Roasted coffee beans

Brand fact: A mixologist’s dream come true. There is no other gin to have for breakfast at the weekend.

Stocked depots: XR.

McQueen Smokey Chilli

*Callander - Scotland*

Product code: 00033938

Strength: 42%

Established: 2016

A range of unique and unusual flavoured gins created by Dale and Vicky McQueen. Vicky is chef and master baker who creates the wacky flavours.

This uniquely flavoured gin has top notes of warm chili along with smokey spices, a hint of citrus and a lingering smokey finish.

Style: Flavoured

Flavour profile: Spice

Key botanical: Chipotle & Ancho Chilli

Signature serve: Kicking Mule

Recommended mixer: Light ginger beer

G&T garnish: Fresh chilli

Brand fact: Real deep smoke, real heat, but certainly gin.

Stocked depots: XR.
Warner Edwards Harrington Elderflower

Harrington Northamptonshire
Product code: 00031540
Strength: 40%
Established: 2013

Made using fresh elderflower harvested from the hedgerows around the farm. The elderflower is steeped in Harrington Dry Gin at still strength before being cut back to bottle strength using the farm's very own spring water. A beautifully balanced gin that is smooth but refreshing with a hint of sweet and fragrant summer elderflower.

Style:
Flavoured

Flavour profile:
Fruit

Key botanical:
Elderflower

Signature serve:
G&T

Recommended mixer:
Fever-Tree Mediterranean Tonic

G&T garnish:
Lemon slice & mint sprig

Brand fact:
The elderflower is harvested at its freshest and added to the gin within hours of being picked. It truly catches the essence of a summers day.

Stocked depots:
All depots.

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Warner Edwards Victoria’s Rhubarb

Harrington Northamptonshire
Product code: 00031495
Strength: 40%
Established: 2014

Made using a crop of rhubarb originally grown in the kitchen gardens of Buckingham Palace during the reign of Queen Victoria. The rhubarb juice is extracted using a traditional fruit press and blended with Harrington Dry Gin to produce an alluring pink gin that is voluptuous on the palate with a sweet and tangy royal rhubarb explosion.

Style:
Flavoured

Flavour profile:
Fruit

Key botanical:
Rhubarb

Signature serve:
Victoria’s Rhubarb & Ginger Ale

Recommended mixer:
Fever-Tree Ginger Ale

G&T garnish:
Orange slice

Brand fact:
Victoria’s Rhubarb is grown on a Crown Estate

Stocked depots:
All depots.
**Pinkster**

*Cambridge*

Product code: 00030353

Strength: 37.5%

Established: 2013

Distilled in small batches, Pinkster is a characterful gin that stands out from the pack. It’s produced with a select mix of botanicals which include fresh raspberries grown locally to the company’s Cambridge HQ.

Deliciously dry, with a hint of fruit and an exceptionally smooth finish, Pinkster makes a refreshingly different G&T and is a versatile cocktail base.

**Style:**
Flavoured

**Flavour profile:**
Fruit

**Key botanical:**
Raspberry

**Signature serve:**
G&T

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Mint sprig & raspberry

**Brand fact:**
Inebriated leftover raspberries are used to make natural bi-products Boozy Berries and Gin Jam, ideal cocktail ingredients.

**Stocked depots:**
All depots.

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**JJ Whitley Elderflower**

*Cambridge - UK*

Product code: 00033011

Strength: 38.6%

Established: 2016

JJ Whitley’s Elderflower Gin contains a mixture of subtle flavours which can be found through rural England; including real elderflower extract as well as cinnamon; ideally suited as a base for summer themed cocktail.

**Style:**
Flavoured

**Flavour profile:**
Floral

**Key botanical:**
Coriander & juniper

**Signature serve:**
Topped with Prosecco.

**Recommended mixer:**
Premium tonic and mixers.

**G&T garnish:**
Lime

**Brand fact:**
Contains real elderflower extract.

**Stocked depots:**
All depots.
Larios Rosé

_Segovia - Spain_

 Produkt code: 00032705

 Strength: 37.5%

 Established: 2015

Larios Rosé was first launched in Spain in summer 2015 to capture the growing trend for flavoured and pink gin. The spirit has an eye-catching pale rose colour with a distinctive and tantalising aroma of fresh strawberries. A flavour of candied strawberries and hints of rose water quickly soften to allow the Mediterranean citrus flavours to round the palate.

**Style:**
Flavoured

**Flavour profile:**
Fruit

**Key botanical:**
Mediterranean oranges & lemons

**Signature serve:**
With lemonade

**Recommended mixer:**
7-Up / Sprite

**G&T garnish:**
Fresh strawberries

**Brand fact:**
A sophisticated combination of Larios Mediterranean citrus gin with an infusion of fresh strawberries to create a smooth and elegant gin with a distinctive colour and flavour.

**Stocked depots:**
All depots.
Hayman’s Old Tom

*East Anglia*

Product code: 00022603

**Strength:** 40%

**Established:** 2007

With Hayman’s Old Tom Gin, you'll enjoy a rich, rounded profile and a beautifully delicate finish. Hints of citrus and juniper piney notes provide a delicious, smooth taste; the subtle sweetness keeping it true to the original style of English Victorian gin.

**Style:**
Old Tom

**Flavour profile:**
Juniper

**Key botanical:**
Juniper

**Signature serve:**
With ginger beer & fresh lime juice

**Recommended mixer:**
Ginger beer

**G&T garnish:**
Lime

**Brand fact:**
Hayman’s Old Tom won Double Gold at The 2014 ‘Fifty Best’ awards.

**Stocked depots:**
All depots.
Bathtub Old Tom

*Tunbridge Wells - Kent*

**Product code:**
00030523

**Strength:** 42.4%

**Established:** 2012

A traditional, slightly sweetened style of gin that was very popular in 18th and 19th century England. Ableforth’s Old Tom is made with all the usual fantastic infused Bathtub Gin botanicals such as juniper, orange peel, coriander, cinnamon, cloves and cardamom. Perfect in all manner of sweeter gin cocktails, it also makes an excellent G&T.

**Style:**
Old Tom

**Flavour profile:**
Citrus

**Key botanical:**
Orange peel, cinnamon, cardamom

**Signature serve:**
Martinez or Tom Collins

**Recommended mixer:**
Fever-Tree Soda Water

**G&T garnish:**
Lemon wedge

**Brand fact:**
Wrapped entirely by hand using paper, string and wax. Sure to be a hit with amateur and professional mixologists alike.

**Stocked depots:**
All depots.
Poetic Licence Old Tom

*Roker - Tyne and Wear*

Product Code: 00032143

Strength: 41.6%
Established: 2015

This classic, originating from the mid-1800s, delivers a sweeter and more peppery taste in comparison with the Dry Gin. From the botanicals alone, a sweet taste is nurtured, whilst oak casks add flavour and colour. The inclusion of rose petals infuses a distinct character to the sweetness as well as a slight rose gold tinge.

**Style:**
Old Tom

**Flavour profile:**
Citrus

**Key botanical:**
Juniper, rose & oak

**Signature serve:**
Martinez

**Recommended mixer:**
Fever-Tree Ginger Ale

**G&T garnish:**
Red apple & cinnamon

**Brand fact:**
Awarded Gin Master (better than gold) from the Gin Master Awards 2016. Sweetness nurtured from botanicals alone – no sugar!

**Stocked depots:**
Runcorn, Wetherby.

Langley's Old Tom

*Birmingham*

Product code: 00033936

Strength: 40%
Established: 2016

Langley’s Old Tom is a classic style, offering something different to gin lovers. More intensely botanical than London Dry styles with a distinguished character for long drinks and cocktails.

**Style:**
Old Tom

**Flavour profile:**
Citrus

**Key botanical:**
Secret blend

**Signature serve:**
Tom Collins

**Recommended mixer:**
Fever-Tree Tonic

**G&T garnish:**
Orange & lemon

**Brand fact:**
The packaging offers a fantastic back bar and shelf presence to stand out amongst a world of clear and green bottles to reflect the Victoria era.

**Stocked depots:**
XR.
Bols Genever

Amsterdam, Netherlands

Product code: 00029358

Style: Oude Genever

Flavour profile: Juniper

Key botanical: Juniper

Signature serve: Oude & Stormy

Recommended mixer: Fever-Tree Tonic

G&T garnish: N/A

Brand fact: Lucas Bols is the world’s oldest distilled spirits company. It has been making authentic genevers and liqueurs since as early as the 14th century.

Stocked depots: All depots.
Eden Mill Oak

St Andrews

Product Code: 00031681

Strength: 42%
Established: 2014

Eden Mill Oak is rested in refilled American Oak casks. The aging period softens the gin and adds round vanilla notes to the crisp and herbaceous notes of Eden Mill Original. Wonderfully balanced and elegantly packaged, this unique gin is the perfect addition to a mixologist’s arsenal.

Style:
Aged

Flavour profile:
Spice

Key botanical:
Vanilla & juniper

Signature serve:
Apricot Stone Sour

Recommended mixer:
Fever-Tree Ginger Beer

G&T garnish:
Vanilla Pod & orange slice.

Brand fact:
The resting period in American Oak confers vanilla notes and smooths this very elegant gin.

Stocked depots:
All depots.
Beefeater Burrough’s Reserve - Edition 2

**London**
- Product code: 00033910
- Strength: 43%
- Established: 2013

Rested in red and white Bordeaux oak casks after distillation, Edition 2 emerges with a copper hue and complex depth of flavour, making it perfect for those looking to explore new flavour experiences. Each batch created is unique. Small production ensures that each drop of gin has the time, care and attention to detail that a spirit this remarkable deserves.

**Style:** Aged

**Flavour profile:** Spice

**Key botanical:** Citrus

**Signature serve:** Neat

**Recommended mixer:** N/A

**G&T garnish:** N/A

**Brand fact:** Bringing gin into the realm of digestif.

**Stocked depots:** All depots.

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**San Francisco - USA**
- Strength: 46%
- Established: 2015

As a homage to its winemaking roots, Distillery No.209 flagship gin is aged in used wine barrels from its sister wineries Rudd Oakville Estate in Napa Valley and the Edge Hill Estate in St. Helena.

**Style:** Aged

**Flavour profile:** Floral

**Key botanical:** Relevant wine barrel

**Signature serve:**
- Cabernet Sauvignon - Negroni
- Sauvignon Blanc - Rainier Cherry ‘75
- Chardonnay - Shrub - a -Dubbub

**Recommended mixer:** N/A

**G&T garnish:** N/A

**Brand fact:** Limited availability/ allocation only. Barrel Reserve Gins are aged in oak barrels reflecting the oak and grape varietal formerly used in the barrel.

**Stocked depots:** All depots.

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**No. 209 Barrel Reserve Collection**

- Cabernet Sauvignon 00033884
- Sauvignon Blanc 00033886
- Chardonnay 00033885
Sipsmith Vintage Sloe

London

Product code: 00028866
Strength: 29%
Established: 2010

Wild sloe berries rested on award-winning Sipsmith London Dry Gin. The result is a truly handmade sloe gin that is subtle, complex and bursting with flavour.

Style:
Gin Liqueur

Flavour profile:
Fruit

Key botanical:
Sloe Berries

Signature serve:
Sloe Gin with lemon tonic or bitter lemon

Recommended mixer:
Fever-Tree Lemon Tonic

G&T garnish:
Lemon wedge

Brand fact:
Each year the harvest varies due to the ever-changing and unpredictable English weather. Much like a good wine, every vintage that is produced has its own wonderfully unique character.

Stocked depots:
All depots.
Williams Aged Sloe & Mulberry

*Herefordshire*

Product code: 00033698

Strength: 29%

Established: 2016

Inspired by decidedly British flavours. Hand-picked fresh from Herefordshire hedgerows, sloe berries are marinated in a bespoke gin blend, with a selection of botanicals that augment the rich fruit flavour. Succulent mulberries are added before being aged for over a year. A unique and rare taste.

**Style:**
Gin Liqueur

**Flavour profile:**
Spice

**Key botanical:**
Mulberry

**Signature serve:**
Sloe Gin Fizz

**Recommended mixer:**
Fresh lemon juice

**G&T garnish:**
None

**Brand fact:**
Aged for over a year, a first for a gin liqueur.

**Stocked depots:**
All depots.

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Bathtub Sloe Gin

Tunbridge Wells - Kent

Product code: 00031410

Strength: 33.8%

Established: 2014

Almost half a pound of the finest sloes are used to produce every bottle of this cold-compounded sloe gin, along with a merry band of botanicals, including juniper berries, cinnamon, coriander, cloves, and orange peel, which are all added to high quality copper pot-still spirit. Resulting in a Sloe Gin that has tonnes and tonnes of character.

**Style:**
Gin Liqueur

**Flavour profile:**
Fruit

**Key botanical:**
Juniper, sloe berries, cinnamon, cloves

**Signature serve:**
Martinez, replace Maraschino with a generous splash of sloe gin.

**Recommended mixer:**
Fever-Tree Indian Tonic Water

**G&T garnish:**
Orange peel

**Brand fact:**
Made with almost half a pound of the finest sloes per bottle. Wrapped entirely by hand using paper, string and wax.

**Stocked depots:**
All depots.
Warner Edwards
Harrington Sloe

Harrington
Northamptonshire

Product code: 00033951
Strength: 30%
Established: 2013

Harrington Dry Gin is steeped with sloe berries picked from local hedgerows. This beautiful partnership delivers an intensely fruity and not overly sweet liqueur bursting with notes of cherry and almond; a punchy autumnal masterpiece that can be enjoyed all year round.

Style: Gin Liqueur
Flavour profile: Fruit
Key botanical: Sloe berries
Signature serve: Sloe gin & lemon tonic
Recommended mixer: Fever-Tree Lemon Tonic
G&T garnish: Lemon wedge
Brand fact: Produced using local sloe berries, the ABV is kept at 30% to allow the character of the fruit to shine through.

Stocked depots: All depots.

Plymouth Sloe

Plymouth - USA

Product code: 00033955
Strength: 26%
Established: 1883

From the deep, rich red of its colour to its succulently smooth taste, Plymouth Sloe Gin is a beautiful balance of sweet and bitter, combining its gin straight off the still with sloe fruit for two months, before a little sweetness is added, then two more months of maturation before bottling.

Style: Gin Liqueur
Flavour profile: Citrus
Key botanical: Sweet orange and cardamom
Signature serve: Neat
Recommended mixer: Lemon tonic or ginger ale
G&T garnish: Lemon
Brand fact: Sloe gins vary significantly. Plymouth Sloe is rich, syrupy and full-bodied.

Stocked depots: All depots.
Monkey 47 Sloe

_Hamburg - Germany_
Product Code: 00030336
Strength: 29%
Established: 2013

Handcrafted and unfiltered sloe gin distilled in small batches from 47 botanicals such as spruce, elderflower, blackthorn, bramble leaves and fresh cranberries; macerated with wild-growing, handpicked sloe berries from the Black Forest. Crisp, fresh and fruity on the nose and equally so in the mouth.

Style:
Gin Liqueur

Flavour Profile:
Herbaceous

Key Botanical:
Cranberries, spruce, bramble leaves

Signature Serve:
Sloe Gin Negroni

Recommended mixer:
Lemon tonic

G&T Garnish:
Lemon

Brand fact:
Distilled just once a year.

Stocked depots:
All depots.

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Elephant Sloe

_Hamburg - Germany_
Product code: 00033717
Strength: 35%
Established: 2016

Elephant Sloe Gin combines the taste of the premium London Dry Gin with the classic flavour of fresh sloe berries. Macerated in the gin for several months, these wild berries add a richly rounded, lightly sweet and fruity bouquet to the spirit.

Style:
Gin Liqueur

Flavour profile:
Fruit

Key botanical:
Fresh sloe berries

Signature serve:
Neat or Negroni

Recommended mixer:
Consumer’s choice

G&T garnish:
Orange twist

Brand fact:
Handcrafted with a relatively low sugar content and high ABV of 35%. Donates 15% of profits to two wildlife foundations.

Stocked depots:
XR.
Edinburgh Gin’s Raspberry Liqueur

*Edinburgh - Scotland*

Product code: 00031781

**Strength:** 20%

**Established:** 2011

Boasting the perfect climate, Perthshire is celebrated for producing the most flavoursome raspberries. Freshly-picked berries, which are picked at optimum ripeness to ensure just the right balance between sweet and tartness, are infused into newly distilled original Edinburgh Gin along with sugar, leaving the berries to macerate for a month to extract every last bit of flavour.

**Style:**
Gin Liqueur

**Flavour profile:**
Fruit

**Key botanical:**
Raspberry

**Signature serve:**
With sparkling wine

**Recommended mixer:**
Cava, Prosecco or Champagne

**G&T garnish:**
Fresh raspberries

**Brand fact:**
Expertly crafted using the finest native raspberries sourced from Perthshire, the renowned home of Scotland’s finest soft fruit crops.

**Stocked depots:**
All depots.

Edinburgh Gin’s Elderflower Liqueur

*Edinburgh - Scotland*

Product code: 00031782

**Strength:** 20%

**Established:** 2012

A common sight in Scottish hedgerows throughout spring and early summer, elderflowers have a distinctive floral aroma and flavour that marry beautifully with gin botanicals. Edinburgh Gin harvests the most fragrant elderflowers and infuses them into their newly distilled gin. The blooms are then left to macerate for a month to extract every last bit of flavour.

**Style:**
Gin Liqueur

**Flavour profile:**
Fruit

**Key botanical:**
Elderflower

**Signature serve:**
With sparkling wine

**Recommended mixer:**
Cava, Prosecco or Champagne

**G&T garnish:**
Lime slice

**Brand fact:**
Distilled using the finest locally sourced native ingredients. Subtle yet complex, this floral liqueur is made with freshly-picked elderflowers.

**Stocked depots:**
All depots.
Edinburgh Gin’s Rhubarb & Ginger Liqueur

*Edinburgh - Scotland*

**Product code:** 00031499

**Strength:** 20%

**Established:** 2014

Rhubarb has become a mainstay of kitchen gardens across Scotland; full of flavour, it’s the perfect ingredient for a sweet gin liqueur, which Edinburgh Gin spikes with ginger for a lingering warm finish. Scottish spring-crop rhubarb is infused into newly-distilled original Edinburgh Gin along with Oriental ginger. The rhubarb and spices are left to macerate for a month to extract every bit of flavour.

**Style:**
Gin Liqueur

**Flavour profile:**
Fruit

**Key botanical:**
Rhubarb & ginger

**Signature serve:**
With sparkling wine

**Recommended mixer:**
Cava, Prosecco or Champagne

**G&T garnish:**
Ginger

**Brand fact:**
The fresh flavour of Scottish rhubarb with its classic tangy taste and balanced by a hint of warming ginger.

**Stocked depots:**
All depots.

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Sipsmith London Cup

*London - UK*

**Product code:** 00032373

**Strength:** 29.5%

**Established:** 2016

Sipsmith London Cup is a sublimely sippable cup; crafted from award-winning Sipsmith London Dry Gin and infused with Earl Grey tea, borage, lemon verbena alongside a host of other botanicals.

**Style:**
Gin Liqueur

**Flavour profile:**
Fruit

**Key botanical:**
Earl Grey tea, borage, lemon verbena

**Signature serve:**
London Cup with lemonade

**Recommended mixer:**
Clear lemonade

**G&T garnish:**
Lemon wheel

**Brand fact:**
A delicious gin cup inspired by the punches of 1800s London.

**Stocked depots:**
All depots.
PRODUCT RANGE
Pairing gin with the right tonic

Gin and tonic started life in India where members of the Raj drank it for its anti-malarial properties. Today, the majority of gin is drunk with tonic.

As far back as the mid-17th century, the bark of the native South American cinchona tree has been used as medicine to treat malaria. By the 19th century, quinine, the most powerful compound of the cinchona tree’s bark, was extracted and widely used across the globe. As quinine is so bitter, British officers in India would use water, lime, sugar and gin to make it sweeter and more palatable; a super charged gin & tonic. The first carbonated quinine drink was launched by Schweppes in 1870. Due to its popularity in India, it was branded Indian Tonic Water.
“I don’t know what reception I’m at, but for God’s sake give me a gin & tonic”

Denis Thatcher
**Bottlegreen**

The Bottlegreen mixers collection offers the gin & tonic drinker the perfect accompaniment to their favourite premium gin. By enhancing and enriching the qualities in high-end spirits, Bottlegreen tonic waters work in harmony to create the most refreshing and delicious drinks.

**Our pick:**
A crafted blend of elderflowers and quinine to make a delicious flavoured tonic.

**Perfect with:**
- Tanqueray
  - Classic Tonic, 175ml
  - Light Tonic, 175ml
  - Elderflower Tonic, 175ml
  - Pink Tonic, 175ml

**Britvic**

Carrying the Royal Warrant, Britvic mixers are a true British icon. Designed to complement, not mask your favourite gin, Britvic's expert tasters work to safeguard the unique taste of their drinks.

**Our pick:**
Britvic Tonic combines sweet, citrus aromas with sweet mandarin & dry lemon flavours. Quinine adds a fine bitterness burst & balanced aftertaste.

**Perfect with:**
- Consumer’s choice
  - Tonic, 125ml
  - Low Calorie Tonic, 125ml
  - Tonic, 200ml
  - Low Calorie Tonic, 200ml

**Double Dutch**

An impressive range of high-quality mixers and tonic waters. All recipes are based on scientific pairing, resulting in one of the finest tonic waters on the market. Voted best premium/adult drink at the World Beverage Innovation awards.

**Our pick:**
Indian Tonic Water, hints of pink grapefruit enhance the classic quinine tang while the touch of juniper berry rounds the taste to make a tonic water that even tonic water haters will enjoy.

**Perfect with:**
- Tanqueray No. TEN, Portobello Road or Martin Miller’s
  - Cucumber & Watermelon Tonic, 200ml
  - Indian Tonic, 200ml
  - Pomegranate & Basil Tonic, 200ml
  - Skinny Tonic, 200ml
**Fentimans**

To make their drinks, they pair selected botanicals with the finest natural ingredients, brewed for seven days, using the time-honoured botanical brewing process.

**Our pick:**
The world’s first botanically brewed tonic water, made with a blend of herbal infusions.

**Perfect with:**
Martin Miller’s
- Tonic, 125ml
- Light Tonic 125ml
- Herbal Tonic 125ml

**Franklin & Sons**

Originally established in 1886, crafted with Staffordshire spring water, Ecuadorian cinchona bark and natural British sugar. High carbonation releases the delicate botanicals in the gin.

**Our pick:**
Sicilian Lemon Tonic uses both peel and flesh of the fruit ensuring all citric oils are released.

**Perfect with:**
Masons Tea Edition
- Natural Indian Tonic, 200ml
- Natural Light Tonic, 200ml
- Sicilian Lemon Tonic, 200ml

**Schweppes**

Johann Jacob Schweppe invented carbonation of soda in 1783, and his legacy is Britain’s market-leading range of mixers and juices. Schweppes Tonic is listed in over 74,000 outlets in GB.

**Our pick:**
Schweppes Tonic delivers a distinctive taste profile with the perfect balance of bitterness, sweetness and acidity for that signature sharp taste.

**Perfect with:**
Consumer’s choice
- Tonic, 125ml
- Tonic, 200ml
- Slimline Tonic, 125ml
- Slimline Tonic, 200ml
Fever-Tree Tonics

Named after the colloquial term for the cinchona tree, the source of quinine, Fever-Tree is all about taste and they go to the ends of the earth to find the finest natural ingredients. Crafted to enhance the taste of spirits rather than mask them, the range is endorsed the world over by bartenders, gastronomes and drinks critics alike.

**Fever-Tree Premium Indian Tonic Water**
Made with the finest botanicals from around the world and crafted to enhance the taste of premium gins, all-natural, clean and perfectly balanced.

**Perfect with:**
Tanqueray

**Fever-Tree Elderflower Lemon Tonic Water**
Offering a light and subtle character, the delicate and sweet flavour of elderflower is perfectly balanced by the soft bitterness of the quinine.

**Perfect with:**
Hendricks

**Fever-Tree Naturally Light Tonic Water**
The world's first all-natural, lower calorie tonic water. With 58% fewer calories, there is no need to compromise on taste.

**Perfect with:**
Bombay Sapphire

**Fever-Tree Sicilian Lemon Tonic**
Made by blending the highest quality Sicilian lemon oils, extracted using a process used by the perfume industry, with the highest quality quinine.

**Perfect with:**
Sipsmith Sloe

**Fever-Tree Mediterranean Tonic Water**
The highest quality quinine from the ‘fever trees’ of the eastern Congo is blended with the oils of Mediterranean flowers, fruits and herbs to create this unique, delicate and floral tonic.

**Perfect with:**
Portobello Road

**Fever-Tree Aromatic Tonic Water**
Inspired by an historical naval recipe from the 1800s where angostura bark was used in fever remedies by naval surgeons as an alternative to the known anti-fever prescription of cinchona (quinine).

**Perfect with:**
Plymouth
FEVER-TREE
THE ULTIMATE GIN & TONIC PAIRING GUIDE

JUNIPER RICH & ROBUST GINS
AROMATIC TONIC
MADE WITH ANGOSTURA BARK
NATURALLY LIGHT
MADE WITH NATURAL QUININE
ELDERFLOWER TONIC
MADE WITH BRITISH ELDERFLOWERS
FRESH & FLORAL GINS
PREMIUM INDIAN TONIC WATER
MADE WITH NATURAL QUININE
NATURALLY LIGHT
WITH 58% LESS CALORIES
MALTESE
SLOE & DAMSON GINS
LEMON TONIC
MADE WITH SIGILLATURES
MEDITERRANEAN TONIC
MADE WITH ROSEMARY & LEMON THYME
CITRUS & HERBACEOUS GINS
PERFECT SERVE 105.
The perfect garnish

The use of garnishes has changed hugely in recent years and we look towards Barcelona where the traditional ice and a slice is transformed to a work of art with the price tag to match.

Whatever garnish chosen is ultimately down to personal choice but garnishes can totally transform the humble gin & tonic to a beautiful looking drink and enhance the aroma and flavour of the gin.

Garnishes can use an existing botanical to enhance the flavour: use a lemon twist for citrus-led gins or a slice of cucumber in Hendrick’s. Alternatively, it can complement the flavour of the botanicals, garnishing a floral gin like Martin Miller’s with a strawberry and black pepper.
Juniper
- Lemon twist
- Mint
- Juniper berries

Citrus
- Lemon
- Lime
- Grapefruit

Floral
- Raspberries
- Strawberries
- Edible flowers

Fruit
- Berries
- Lime
- Orange

Spiced
- Orange
- Peppercorns
- Ginger

Herbaceous
- Cucumber
- Apple
- Rosemary
- Thyme
Negroni

While the drink’s origins are unknown, the most widely reported account is that it was invented in Florence in 1919, at Caffè Casoni, now called Caffè Cavalli. Count Camillo Negroni invented it by asking the bartender, Fosco Scarselli, to strengthen his favourite cocktail, the Americano, by adding gin rather than the usual soda water.

**Ingredients**
- 25ml Gin
- 25ml Campari
- 25ml sweet Vermouth

**Method**
Pour all ingredients into an ice-filled glass and stir.

**Garnish**
Orange peel
**Bramble**


**Ingredients**
- 50ml Gin
- 25ml Fresh lemon juice
- 12.5ml sugar syrup
- Crème de Mure - drizzle

**Method**
Shake first three ingredients with ice and strain into a glass filled with crushed ice. Lace the Mure over the drink to create a ‘bleeding’ effect in the glass.

**Garnish**
Blackberry

---

**White Lady**

Created by Harry MacElhone in 1919 at Ciro's Cub in London and then refined in 1973 at his own bar - Harry’s New York Bar Paris.

**Ingredients**
- 37.5ml Gin
- 12.5ml Triple Sec
- 12.5ml lemon juice
- 6ml sugar syrup
- 1 egg white

**Method**
Shake all the ingredients with ice and then fine strain into a chilled glass.

---

**Dry Martini**

The exact origin of the Martini is unclear, with records of drinks with similar ingredients in bartender guides from the late 19th century. The Prohibition really saw a rise in popularity, along with the relative ease of illegal gin manufacture. With the end of Prohibition and the availability of quality gin, the drink became progressively drier.

**Ingredients**
- 50ml Gin
- 10ml Dry Vermouth

**Method**
Stir in a Boston glass with ice and fine strain into a chilled Martini glass, unless requested to be shaken - if so, shake and strain.

**Garnish**
Lemon twist
Aviation
The original was first created by Hugo R. Ensslin in 1916. It included Crème de Violette, which gave a vibrant violet-blue colour, hence its unusual name.

**Ingredients**
- 37.5ml Gin
- 12.5ml Maraschino liqueur
- 12.5ml lemon juice
  (dash Crème de Violette optional)

**Method**
Add all ingredients into a cocktail shaker filled with ice. Shake well and strain into a cocktail glass.

**Garnish**
- Cherry

Martinez
Dating back to the late 1800s as a variation of a Manhattan and widely believed to be the forerunner of the Martini.

**Ingredients**
- 37.5ml Old Tom Gin or Genever
- 37.5ml sweet red vermouth
- Orange curacao
- 2 dashes Angostura bitters

**Method**
Stir all ingredients with ice and strain into a Martini glass. Garnish with a lemon twist.

**Garnish**
- Lemon twist

Ramos Gin Fizz
Created in New Orleans in 1888 by Henry C Ramos, using a line of shaker boys who each shook for 30 seconds as it was said to take 12 minutes to shake the cocktail ingredients to perfection.

**Ingredients**
- 50ml London Dry or Old Tom
- 25ml double cream
- 25ml sugar syrup
- 12.5ml lemon juice
- 12.5ml lime juice
- 1 egg white
- 3 dashes orange blossom water
- 1 drop vanilla extract

**Method**
Dry shake ingredients without ice for 10 seconds. Add ice and continue to shake until you can no longer hear the ice. Strain into a Collins glass and top with soda.
Tom Collins

The first written record of the Tom Collins dates back to 1876 in Jerry Thomas' second edition of 'The Bartender's Guide'. However, there is some historical disagreement as to whether it was the Americans or British who first established the drink.

**Ingredients**
50ml Gin
25ml lemon juice
12.5ml sugar syrup
Top with soda water

**Method**
Shake first three ingredients with ice and strain into an ice-filled glass. Top with soda water.

**Garnish**
Lemon wedge

---

Singapore Sling

Originally called the Gin Sling and created in Singapore in the Raffles Hotel, some time before 1915. Over time, it has evolved, based on past bartenders' memories and notes found on the original recipe.

**Ingredients**
25ml Gin
12.5ml Cherry Brandy
6ml Benedictine
6ml Triple Sec
12.5ml Grenadine
100ml pineapple juice
25ml lemon juice
Dash Bitters

**Method**
Shake ingredients with ice and strain into an ice-filled glass.

**Garnish**
Cherry

---

Gin Fix

A classic cocktail, dating back to the mid-19th century. The original Gin Fix was made with Genever.

**Ingredients**
25ml Genever
25ml lemon juice
12.5ml sugar syrup

**Method**
Add all ingredients into cocktail shaker filled with ice. Shake well and strain into cocktail glass filled with crushed ice.

**Garnish**
Lemon & cherry
Menu engineering & smart listing:

**Added value**

As part of our added value, we offer a menu design and print service. The menu is an important tool for any outlet communicating products to the consumer. On average, a menu is read for 109 seconds before a decision is made.

At Matthew Clark, we create and engineer menus every day using a variety of techniques that cover four areas: psychology, marketing & strategy, price and graphic design.

These areas have a number of techniques that can be used depending on the menu type. An example of psychology would be highlighting more profitable products to draw the consumers attention and raise the likelihood of it being purchased.

For marketing & strategy, we would match drinks with nibbles or food for a possible up-sell opportunity or use more personal language such as ‘the bartenders favourite’ for recommendations; this gives the consumer confidence when ordering their drink.

Then we have price; this is geared around advertising products or promotions with multiple serve options such as ‘double up for an extra £1’ or ‘2-4-1’. The promotion of ‘great serves’ can lead to improved profits quickly.

Lastly, we have graphic design which is the overall format and size of the menu, the colour scheme, the theme etc. It needs to fit in with your outlet style, be designed well and easy to read so the consumer can navigate how you want them to - comfortably!
Some facts & figures*

- Using evocative descriptions can increase profits by 27%.

- Removing ‘£’ signs can increase sales by 12%.

- Highlighting products can increase sales of those products by 17%.

* Diageo & Matthew Clark market research
How we engineer

your gin list
Classic London Dry

<table>
<thead>
<tr>
<th>Gin</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tanqueray No.TEN</td>
<td>5.0</td>
<td>Bartender’s pick. Exceptionally and uniquely distilled with fresh citrus fruits. Full-bodied grapefruit and citrus hit. Pair it with a thin pink grapefruit wedge and Mediterranean tonic.</td>
</tr>
<tr>
<td>The Botanist</td>
<td>5.0</td>
<td>Handcrafted with 31 botanicals, 22 of which are hand foraged in its home of Islay, Scotland. Served with your choice of lemon thyme, Lavender or lemon wedge garnish. Pair with Fever-Tree Tonic.</td>
</tr>
<tr>
<td>Jensen’s</td>
<td>4.5</td>
<td>Handcrafted in Bermondsey in the style of the great gins of the first half of the 20th century. Pair it with a lemon wheel and Fever-Tree Indian Tonic.</td>
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</table>

Contemporary

<table>
<thead>
<tr>
<th>Gin</th>
<th>Rating</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malfy Gin</td>
<td>5.5</td>
<td>Truly refreshing, bursting with the flavour of Amalfi lemons. Pair it with Fever-Tree Mediterranean tonic and garnish with lemon peel.</td>
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<tr>
<td>Gin Mare</td>
<td>6.5</td>
<td>Made with Mediterranean botanicals including basil, thyme, rosemary and Arbequina olive. Pair with 1724 tonic and a sprig of rosemary or thyme.</td>
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Unusual

<table>
<thead>
<tr>
<th>Gin</th>
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<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Hitch</td>
<td>7.0</td>
<td>Produced using three different production methods and unusual botanicals such as black tea, wood and hay resulting in a standalone appearance and taste. Enjoy neat on the rocks with a twist of orange.</td>
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<tr>
<td>Warner Edwards Rhubarb</td>
<td>6</td>
<td>Bartender’s pick. Made using a crop of rhubarb originally grown in the kitchen gardens of Buckingham Palace during the reign of Queen Victoria. Pair with Fever-Tree Ginger Ale and garnish with an orange slice.</td>
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<tr>
<td>Williams Aged Sloe</td>
<td>6</td>
<td>&amp; Mulberry Gin. Bursting with the flavour of handpicked sloes and mulberries, this gin is aged in oak for over a year. Try as a Sloe Gin Fizz.</td>
</tr>
</tbody>
</table>
Your range &

merchandise

Over 40% of gin sold in the UK is premium and above**; that’s nearly one in every two drinks and yet only 19% of outlets stock a premium gin*.

- Make sure you are not missing out on potential sales and profit by ensuring you offer a range that includes premium and super-premium gins.

- To capitalise on the huge interest in gin and help consumers navigate the category, combine a number of well-known signpost brands alongside some niche products to drive interest.

- Consider a house G&T, or G&T of the month and be creative with the garnish. Highlight this on your drinks list or on a blackboard near or on the bar.

- A third of gin consumers seek information on flavour before making a purchase*. Create a gin and tonic menu which highlights the flavour profile and matches each gin with a particular tonic and garnish that enhances the flavour.

- Gin over indexes in food-led outlets; make an extra sale by offering customers a G&T whilst they look at the menu.

- Create a ‘drinking experience’ for your consumer. Add some of their chosen gin’s key botanicals when serving or add a selection of different garnishes that complement its flavour profile in different ways.

- Seek inspiration from our range of classic cocktails but don’t be afraid to add a twist to make it your own. You could even design a signature cocktail to suit your outlet.

* William Grant & Sons 2016 Market Report
**CGA Strategy On Premise Measurement Service 12 Wks to 01/10/2016
The complete gin range

ENGLISH GINS

SCOTTISH GINS
## Gin product index

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<th>Item Description</th>
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<th>ABV%</th>
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**Company London Dry**

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**Harrington Dry**

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DS = Depot Specific
XR = Delivered by a third party on a separate delivery
LA = Limited Availability

Scottish Gins

Welsh & Irish Gins

World Gins

DS = Depot Specific
XR = Delivered by a third party on a separate delivery
LA = Limited Availability
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**Flavoured Gin**

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**Genever**

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**Notes:**
- **DS** = Depot Specific
- **XR** = Delivered by a third party on a separate delivery
- **LA** = Limited Availability

---

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DS = Depot Specific
XR = Delivered by a third party on a separate delivery
LA = Limited Availability
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</table>

**Product range info as of 11/1/2017**
Ways to contact us

T. 0344 822 3910
W. www.matthewclark.co.uk

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Terms & conditions

Products are subject to availability.
Please speak to your Sales Account Manager regarding availability or for any further gin or tonic product requirements you may have.