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IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

THE GIN EDITION



DISTILLED

WORLD SPIRITS FROM CARLSBERG UK



Welcome to the second edition of 2018 spirits supplements from Distilled.



'Distilled?' you may ask; yes, as Crown Cellars we spent a lot of time talking to spirits-led businesses and listened to feedback that the spirits category, and bars that lead with it, need an increasingly distinct approach – in fact a quite different approach from wine and wine-led venues. So, we thought it over and made a decision. Going forwards, our spirits-obsessed team at Distilled will focus on making this happen whilst our wine-geek buddies at Crown Cellars will continue to focus on wine. That way we can really make sure we deliver what our thousands of wines and spirits customers really want and need. Watch out for more Distilled news over the coming months!

We had so much positive feedback on our first limited edition range – it's clear that you enjoyed trying some new American and Malt Whiskies with your customers. Look out for some of the most popular brands joining our permanent range over the coming weeks. But looking forward, it's... GIN!

Selecting 12 new gins to add to our existing range should be easy – we're spoiled for choice right? Well, actually not so easy! With a wealth of well-established and new, emerging brands; local and international brands and a plethora of flavours to choose from, selecting just 12 was a pretty tough task. As you'll see when you read through the supplement, there's a real mix of gin styles and interesting flavours to try – some you may know and some that are completely new to the market.

For many customers entering your bar, the amazing choice in the gin category can be intimidating and cause them to default to a safe (and potentially less profitable) choice. Help your customers make informed choices and explore the category using standout menus with clear flavour cues and mouth-watering hero serves. We have included some eye-catching serves in this supplement and we can also help you with a wide range of menus and other support – just get in touch. We can also help you ensure you have exactly the right mixer to complement each gin. Whether your preference is Fever Tree, Fentimans, London Essence, Schweppes or Britvic - each has a perfect gin partner and a choice of mixer is just as important to some of your customers as a choice of gin.

Bar staff knowledge and recommendation is also key. Again, we've worked closely with Tom and Ben, the Thinking Drinkers, to share key nuggets and stories behind the brands so your teams can pass them onto your customers at the bar and help them explore this amazing spirit. So, I am not going to talk about the 'gin bubble' – let's just enjoy it whilst it lasts. However great your range there are 12 options here to add something different to suit your bar and your customers.

They will be available until the end of June – but as with our limited-edition Whiskies, if enough of you tell us you love any one of them, they can join our extensive permanent range.

Katie Hewitt,
Category Manager Spirits

3	WELCOME
4	THINKING DRINKERS
6	BAR TIPS
8	GIN TIMELINE
10	THE MARTINI
14	A WORLD OF GIN
18	WINNING WITH GIN
22	WARNER EDWARDS
28	FLAVOUR PROFILES
30	WORLD GIN DAY

32	SIPSMITH LEMON DRIZZLE GIN
34	ABER FALLS
36	BOË VIOLET
38	TANQUERAY SEVILLE
40	BROOKLYN GIN
42	DAFFY'S
44	HERNÖ GIN
46	JINZU GIN
48	MALFY CON LIMONE
50	ROKU GIN
52	WARNER EDWARDS HONEYBEE GIN
54	WILLAMS PINK GRAPEFRUIT

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GIN IS IN

Gin has endured a rollercoaster ride since its inception. From fashionable 12th century after-dinner tummy trouble reliever, to the scourge of London during a gin craze of the 1700s. In the 19th century the spirit formed the backbone for some of the most enduring classic cocktails of our time, but by the 20th it was the go-too giggle juice for grandmas with blue rinses.

Ups and downs no doubt, but whatever its past, we can safely say that today, gin is in.

Anyone who runs a bar will know this. The constant barrage of new botanical creations is mind-boggling, and there is apparently no end to the twists people can introduce to this spirit. When you consider there are more than a

thousand vodkas on the market, you have to acknowledge this is fair enough: bring on the gin.

The problem is, no matter how passionate you are about this spirit, it's a lot of noise, and fine tuning the cacophony of gin into a playlist in tune with your bar, is becoming increasingly challenging. Hopefully this supplement will help a little.

For a start, it only features 12 products, and there are hundreds out there, so at the very least it might enable you to cherry-pick one or two (or indeed 12) that don't sit in your existing portfolio.

Added to which, there are some features with some advice from experts to help you navigate the category and present it to the customers in an interesting way.

Comments come from the people behind the brands, but also bar professionals, and indeed us.

So you've got a bit of insight on global gin, and glean insights from Hernö distiller Jon Hillgren, fast becoming one of the most significant voices in the category. And there's comment from Jamie Jones, one of the most important bar minds working in the industry today and a winner of the prestigious World Class GB Bartender 2017.

For our part, we have curated some useful gin information that blends some core spirits technical know-how, with some of the more engaging narrative elements around gin.

It's always our view, that when you are trying to communicate with people across the bar, you need bite-sized information that a punter can take away and share with friends. Find the eyebrow raising nuggets, and you can justify the upsell. So, you'll discover a timeline in here as well as some bartender tips that you can take a quick glance at while you're taking a break.

We also take a closer look at the Martini because it's our assertion that this is a cocktail most bartenders can be measured by. Gin has an epic history when it comes to the mixed drink. At some point during the early 1800s British drinkers had already started to mix it in punches, while naval officers were adding lime to give

rise to cocktails like the Gimlet. But by the middle of the century, the Americans had made the spirit a mixing marvel. Jerry Thomas, the first superstar bartender, records a selection of gin cocktails in his seminal cocktail tome of 1862: "How to Mix Drinks" complete with the gin toddy, sling and fix, and gin retains this role as a bartender's spirit of choice to this day. But the Martini, with its origin story and narrative twists and turns, remains one of the simplest, but most fascinating cocktails of the lot.

Meanwhile, each of the 12 brands gets a once-over from us, some insights, stories and flavour descriptors, which are hopefully easy to retain. This can't hurt as you deal with the ongoing challenge of committing information about each

of the growing army of gin brands to memory. One of the best bits of advice in the whole magazine comes from Jamie Jones, who always samples his gin neat in the first instance to test the quality. If you follow that, then there are 12 in here to broaden your horizons, and it can't hurt to try them all.

Gin is an incredible category and this is its moment, so drink up the knowledge in this magazine and make sure you're offering customers the most complete gin experience you can.

Cheers,
Tom & Ben
The Thinking Drinkers

GIN BAR TIPS

If your patrons are putting you on the spot, here are a few top tips to help you communicate the category to your customer

Let's get technical: To flavour the spirit some gin producers macerate and redistill in copper. Diluting 96% highly rectified spirit to 60% with water, they then add the botanicals. Some distil straight away (Tanqueray) others leave it for a period of time (Beefeater for 24 hours). Bombay and Hendricks use carter head stills with the botanicals suspended in the still in a basket and the alcohol vapours passing through during distillation. And Ian Hart at Sacred uses vacuum distilling. How they make it is one of the easiest pieces of information you can use to show you know what's going on in your gin. Read the bottle, visit the site, ask the brand ambassador.

STYLE IT OUT

Here are the key styles of gin:

Gin

According to EU legislation gin is made from 96% highly rectified spirit and must 'taste predominantly of juniper'. Taste is subjective so this is a point the purists debate. It must also have a minimum of 37.5% abv. Flavourings can be used.

Distilled Gin

Importantly this is made by redistilling the 96% abv highly rectified spirit with juniper berries and other natural ingredients. Flavourings can be added after this process but again it must taste predominantly of juniper and be 37.5% abv or more.

A wee drop

During the height of the gin craze in the 18th century, gin tasted like piss. We can say this with some authority, due to accounts of the awful ingredients used to bulk it out. One being piss. Drinkers called it Piss-quick. Other customers complained of acid stomach for the first time, possibly because it was occasionally bulked up with sulphuric acid.

London Gin

Goes a step further in that it is the same as distilled gin but no other flavourings or sweeteners can be thrown in after it's distilled. This is what designates it London Dry. It can actually be made anywhere though.

Sugar hit

Old Tom is another style of gin popular before the highly rectified spirits from the column still arrived in the 19th century. A heavy dose of sugar was added to cover up the compounds created in rudimentary stills. It's a style that died out in the face of London Dry but is enjoying reappraisal, albeit with more discerning recipes.

Genever, oh

Genever, the Dutch juniper spirit that gave rise to gin, is still alive and well today. It is protected by geographic indication and is produced in the Netherlands, Belgium and France. Producers use low alcohol grain spirit moutwijn and highly rectified spirit. There are two classifications, jonge, which has a lower percentage of moutwijn, and oude, with higher.

Cocktails

History is packed with classic Gin cocktails, and the earliest creation invariably offers an interesting tale to use at the bar. Take the Gimlet. In 1747 Surgeon James Lind's discovery that citrus combatted scurvy encouraged the Navy to make lime juice standard issue. by the 19th century. The Brits skulled the vitamin C booster.

Greek Physician Galen claims juniper can cleanse the liver and kidneys but is mixing it with alcohol, which somewhat undermines his theory.

The Huguenots in Flanders are now making juniper distillates.

The word 'gin' appears in print for the first time and Britain sees an alarming rise in production.

Gin becomes more expensive and the discerning distillers get a foothold in the market. Thomas Dakin opens his Greenalls gin company in Warrington. It continues to operate today.

Schweppes launches its Indian Tonic water, the expats in the sub tropics are now gulping gin and tonics.

U. S. tax laws are changed to allow only 50 percent of "lavish and extravagant" entertaining to be deducted as business expenses. Thus ends the three-martini lunch.

Dutchman Jacob van Maerlant publishes *De rerum natura* but people in the Netherlands are a bit more of a laugh so he gets the credit.

Dutchman William of Orange takes the British throne and juniper spirits become fashionable.

11 million gallons of gin are now being distilled in London. Government announces an 8th gin act which finally starts making an impact on illicit gin production.



Plymouth gin begins production and remains the only British gin being made at the same distillery it started.

Gordon's and Tanqueray merge.

Gin is in the doldrums, vodka is the winning spirit in the western world.

200AD 1266 1560 1689 1714 1736 1761 1793 1870 1898 1970s 1993

1055 1340 1585 1694 1723 1751 1769 1830 1876 1920s 1988 2016

Medical scholars in Solerna, Italy write down juniper herbal remedies.

Juniper is being carried around with other aromatics to ward off the Plague.

English fight with the Dutch against Spain and are introduced to juniper spirits, drinking it before battle to inspire fortitude and giving us the term 'Dutch Courage'.

Beer is heavily taxed, gin becomes cheaper.

The death rate in London exceeds the birth rate. Gin is the culprit. Women are the biggest fans and it adopts names such as 'Mother's Ruin'.



Hogarth does a painting.

Alexander Gordon opens Gordon and Company in Bermondsey.

Charles Tanqueray opens his distillery.



Beefeater Gin launched.

Gin returns to an era of poor production as Prohibition America starts to dole out re-treated industrial alcohol, flavoured with juniper, or bathtub gin.

Bombay Sapphire is launched.



At the start of the year there are 233 licensed UK gin producers alone.

THE MARTINI

When we looked at presenting a gin supplement it was crucial to us that we include the Martini. Arguably the most perfect cocktail of the lot, the Martini delivers an exquisite balance between bold sharp botanicals and wonderful herbal wetness. Demanding but delicate, and as sexy as it is strong.

To stress though, the core of a Martini is gin and vermouth. Some add vodka, and some demand apples in there, some even mix it with coffee, but the Espresso Martini, doesn't have gin or vermouth. We love an Espresso Martini, we'll even stretch to a Pornstar (Martini, that is) - but it's important that every bartender understands the essence of the original.

Having made the case for a core of gin and vermouth though, we should backtrack, because even the purists accept the Martini has had to endure change in its time, almost from the off.

Historically, some cocktail enthusiasts link its inception to the themes celebrated in the Martinez. Emerging during the late 1800s this is a mix of sweet vermouth and Old Tom gin (or Dutch gin at the time), with dashes of maraschino, sugar syrup and bitters. Julien Richelieu once took credit for this creation, and it was proposed that he served it up in San Francisco in the mid-1870s to a miner during the Gold Rush. But since the Gold Rush was over by time he was allegedly serving miners, the story wears a little thin - unless, of course, they meant "minors" instead.

Credit for the Martinez has also been shared amongst the original 'star'tenders, with the drink featured in Jerry Thomas' reprinted 1887 Bartender's Guide, Harry Johnson's 1888 edition of The New and Improved (Illustrated) Bartender's Manual and OH Byron's The Modern Bartenders' Guide of 1884.

Indeed, it's here we find the first mention of the 'Martini', back in Harry Johnson's 1888 book Martini - although it's worth saying this drink includes Old Tom gin, vermouth, Boker's bitters, gum syrup and curaçao or absinthe. And absinthe has no business mixing with a modern Martini.



In fact, the more you investigate, the more maddeningly murky the story behind the origins of the Martini becomes. Amongst the other claimants are the gamblers of New York's Turf Club in 1884, again mixing Old Tom gin, vermouth and bitters. Meanwhile the arrival of the vermouth brand 'Martini' in 1867 has also been linked to the naming ceremony. Although it could be the judge called Randolph B. Martine from New York, who was linked to the drink in the 1880s... When it comes to a drink as classic and peerless as the Martini it seems there are many characters vying for ownership.

And if all this drinks detective work whets your whistle and you want to keep digging, then we recommend the works of drinks historians David Wondrich and Anastasia Miller and Sipsmith distiller Jared Brown for further epic and enthralling insights.

Long story short, over time, all the incarnations, twists and abominations drained away and by the early 1900s, we were left with gin and vermouth.

Since then the cocktail has been a rock at the bar, and regularly stepped up during moments of need. During World War Two for example, Winston Churchill used it as a faithful aid – he simply demanded chilled gin and would glare at the vermouth without including it. His American ally Franklyn D Roosevelt had a Martini every day in the White House, he preferred his dirty and even used a special set of Silver Shakers. Humphrey Bogart had them on set to help deliver his drama, Ernest Hemingway used them to fuel his fiction. All of them opting for gin and vermouth, but all liking it their own specific way.

But if the ingredients have been simplified, the method of making a Martini has not. Until relatively recently, Dry Martinis had been popular, but a new appreciation of vermouth has seen wetter Martinis back on the menu. Best to ask the customer, but the real key to a great Martini is the balance between dilution and temperature. James Bond had his shaken, but he also had vodka and Lillet Blanc in there, so his Vesper Martini is all sorts of confused.

It's often best to stir it over quality ice. You want it cold, clear and not overly watery. And use a chilled glass. Use a chilled glass for all the cold.



MONTGOMERY

This needs a 15-1 ration of gin and vermouth and is named after the field marshall Montgomery who wanted battle odds stacked 15-1 in his favour.

75ml Gin

5ml Vermouth

Stir the ingredients on ice and strain into the glass.

THE MARTINI

60ml of Gin/Vodka

15ml Vermouth

Stir the ingredients on ice and strain into the glass.

DIRTY MARTINI

Apparently made famous by Franklin D Roosevelt this is a lesser spotted serve in most bars these days and tends to work better with something cleaner, like vodka.

60ml Gin

5 ml olive brine

7ml Vermouth

Stir the ingredients with ice and strain into the glass. Garnish with an olive.

MARTINEZ

35ml gin

40ml Cocchi Vermouth Amaro

5ml Maraschino liqueur

2 dashes orange bitters

1 orange peel garnish and zest

Stir the ingredients with ice and strain into a Martini glass. Drop a cherry into the glass and finish with the orange peel zest and garnish.

GIN IS POURING IN FROM COUNTRIES ALL AROUND THE WORLD, AND IF YOU'RE SERIOUS ABOUT YOUR COLLECTION BEHIND THE BAR, YOU HAVE A DUTY TO EXPLORE.

A WORLD OF GIN

As Disney once professed, "it's a small world after all". Except, of course, it isn't. No, the world is actually massive Walt, despite the claim in that shrill musical earworm you've released into the brains of millions. It really is huge, and right now it's full of gin.

We tend to think of gin as ours, as quintessentially British as cucumbers and moles mucking about with rats in boats, but it wasn't even our invention.

The practice of seasoning eau de vie with juniper travelled to northern Europe via Italy and France, and it was the Dutch who made the first commercial success of their juniper-based Genever spirit. This was only introduced to the Brits in the 17th century when Dutchman William of Orange took our throne.

Even the G&T was an invention cooked up in the colonies. As 19th century residents in the subtropics looked to combat malaria, they discovered the dose of quinine in tonic water provided a barrier against the pesky parasite. They simply added gin to the tonic to help the medicine go down, and a classic was born.

So, if we accept that the roots of gin are international, it stands to reason that today you can find gin being produced anywhere in the world. The fact that much of it is artisanal and very tasty, emphasises the need for bar professionals to explore.

If you're about to embark on a gin voyage then America provides the perfect first port to head to. The Americans have gin heritage, having imported the spirit, both Dutch and British, and used it to create cocktails like the Martini. Today American producers are tapping into a flourishing domestic interest, which is being driven by an affection for historic drinks.

"Gin is very popular in New York," says Emil Jättne, co-founder of the American based Brooklyn Gin. "Selections on New York back bars have definitely expanded, especially in the last five years. The backbone of many classic cocktails is gin, and the rise of craft cocktails has increased customer awareness. After the recent renaissance of interest in brown spirits in the US, it was only natural that gin would see a rise in interest."

Emil and Brooklyn co-founder Joe Santos have benefitted from the homegrown gin renaissance, and Brooklyn is currently basking in success Stateside. But they feel confident it's a gin that can work in UK bars as well.

"When we founded Brooklyn Gin, we were inspired by the entrepreneurial spirit and vibrant creativity of Brooklyn and the craft cocktail movement in general," says Joe. "But we wanted to create a remarkable gin, one that strongly embraces the London dry tradition, while simultaneously adds nuance in the form of fresh citrus and floral notes - without becoming a flavoured gin. We believe we've succeeded."

Brooklyn Gin is crisp, vibrant and refreshing - perfect in gin cocktails, but also perfect when enjoyed neat. Not many other gins can say the same."

What makes international gins like Brooklyn useful is that producers take inspiration from their surroundings, ensuring they bring something new to a bar's range. While British gin distillers are enjoying access to global botanicals, and some are sourcing truly exotic ingredients, the themes are not always as evocative as those in a gin actually distilled on foreign soil.

Take the Swedish Hernö Gin Distillery, one of the great successes of world gin. Founder and master distiller Jon Hillgren was inspired to make a gin while bartending in London back in 1999, at a time when the gin market in Sweden was very limited. But while he took inspiration from here, it's fascinating to consider the Swedish stimuli in his gin.



"My influences are of course coming from many directions," says Jon "I have classical Swedish botanicals such as lingonberries and meadowsweet, but still with a very junipery forward base. I find a lot of inspiration in the surrounding forests.

"We have a true terroir product, Hernö High Coast Terroir Gin, that is a limited bottling, and for our standard products we use northern Swedish lingonberries and local honey in our Old Tom Gin. But other botanicals come from far away, such as vanilla from Madagascar. It is fantastic to source your own botanicals and find inspiration in the Swedish woods and meadows, but I'll be honest, I simply can't handpick all the botanicals and I won't be able to find lemons or cassia up here."

Even so, the injection of Swedish ingredients is incredibly useful if you're looking to present customers with something

different. Especially if you're pairing spirits with cuisine.

"It absolutely works with food!" adds Jon. "I often have a glass with some hard cheese and charcuterie. It also works fantastically in some of the classical Swedish dishes - try it with elk! Beyond that though, we just hope bartenders use our gin creatively. We craft gin and they craft cocktails. It's always fun to see someone who understands the flavours and plays with them."

As one of the most awarded gins in Europe over the past five years, Hernö is now almost an essential on a backbar if you take your collection seriously. Trophies including Best Gin, World's Best Gin & Tonic and Gin Producer of the Year are all in the cabinet. Jon is also the first distiller to rest his gin in juniper casks, so he's a real innovator.

But his passion for local and artisan production, and the idea

that his native can influence his is far from unique, because you can discover stories similar to Jon's far and wide. When asked where he would look to next, Jon is enthusiastic about the phenomenal distilling scene in Australia, and we agree, it's a thriving gin country. Meanwhile in this supplement alone, Swedish and American gins are joined by a Japanese in Roku. Distilled by Suntory, the celebrated whisky distillers behind the lauded liquids Hibiki, Yamazaki and Hakushu, Roku includes six distinctly Japanese botanicals and with its eye-catching packaging, should engage a customer.

The list goes on of course, and the vast array of global gins can be a little mind-boggling. But it's worth persevering because these international gins provide both new themes to work with in cocktails and great new stories to tell to any customer who has an interest in the category.



Jamie Jones is one of the country's most talented bartenders and the World Class GB Bartender of the Year 2017. Now director of drinks for the innovative Scotch+Limon, an international drinks and brand consultancy, he has a passion for gin and knows how to use it

WINNING WITH GIN

When Jamie Jones won the World Class GB Bartender of the Year in 2017, it was the culmination of years of hard graft. The win put him on a wider, global map. Today, he's widely respected for his dedication to the craft of drinks and enjoys plaudits for an innovative approach to cocktail creation. Which is why it's surprising to hear how his approach to bartending remains relatively simple, particularly when it comes to gin.

"I guess with the way the market has exploded, it's pretty tough for bartenders to keep up with all the new brands and their botanical

make-ups," he admits. "But a lot of it is nonsense, that's why I tend to stick to what I know best. A bartender should have a good understanding of the styles of gin out there, and why they will taste and feel different. After that, it's personal taste. I love Tanqueray No. Ten. I know how I can use its versatility and if it ain't broke, don't fix it.

"For me it's simple. Test the quality of liquid. Is the backstory a gimmick or legit? Will it make a good martini and G&T? It's pretty basic stuff. I smell it, then I sip it neat or with a dash of water. But like I say, I'll

always make a Martini and a G&T, that's my litmus test. If a bartender is looking to learn about gin, I'd say make as many Martinis as you can with what's in your bar and make notes on the differences of aroma, "bite" and taste. Then see what happens to them as they warm."

Simple advice that's easy to follow if you're looking to juggle the gins. But while it sounds simple, Jamie's approach has been far from that, and to be fair, he chooses a complex gin in Tanqueray No. Ten.

Either way, when a bartender like Jamie talks about gin, you listen, because with 13 years of bar service behind him, he has seen the category change dramatically. He has also harboured an affection for the spirit long before his professional days behind the stick.

"I vividly remember trying gin for the first time, it was long before I started bartending when I was 19. I had not long been drinking and was introduced to gin and tonic with lemon. This was in Chester, and in a bar that no longer exists called Via Vita. I remember how refreshing I found it – I was pretty much sold from day one."

A simple approach to gin was a lot easier back then, Jamie was subjected to very few choices when it came to his maiden G&T. In more recent times bartenders have had to face a bamboozling array of botanically infused products and if you can get past the memory test, then finding the creative spark can be just as challenging. But while working closely with chefs when he was overseeing 17 drinks venues for Jason Atherton's Social Company, Jamie often looked to the kitchen for additional inspiration.

"Bartenders make cold, wet and flat drinks for the most part," he says. "Chefs have so much more of a grasp over flavour manipulation, texture and extraction of flavour and aroma. We still have so much more to learn from even the most basic of culinary techniques. Gin of course can work, but only when used in the right way and with the right dish. Spend time with a chef and they'll certainly be able to help you understand more about pairings."

“I prefer simple
and tasty”

Jamie started his time in bars as a glass collector and bar back, and after falling in love with the bartending world, he studied, attended events and surrounded himself with as many industry people as he could. More recently this affection for bartending has landed him the role as director of drinks for the innovative Sootch+Limon.



"We are an international drinks and brand consultancy, creating disruptive serves, brand strategies, menu creation and comprehensive training. I look after any drinks led projects we have, so currently I'm on consultancies for Barcelona, Madrid, Miami and New York as well as various other brand projects we have. Lots of travel, but I'm doing what I love most which is 100% creative and teaching."

An enviable job, proving that dedication to the craft of bartending can deliver extraordinary career opportunities. And further inspiration to anyone reading that if you devote yourself to subjects like gin, you can have a bright future in the industry. But even in his new role, he has used his vast experience to keep things unpretentious.

"I prefer simple and tasty," he says. "Overly complicated techniques aren't my style, but that doesn't mean they don't make great drinks. A lot of the menus I write are for

bars and restaurants around the world, so I tailor each drinks list to the local palates of the consumers and abilities of the team. Above all, you want drinks that someone will order again and again."

This approach helped him achieve in the World Class competition last year, winning the title of World Class GB Bartender of the Year 2017. Gin featured again, and one of the winning drinks was a Tanqueray No. Ten Martini, mixed with hemp, lemon and lime oil-washed Ketel One vodka.

World Class remains the benchmark for bartenders around the globe, pitting wits and indeed olives against the very best. Now in over 60 countries, World Class has supported, educated and inspired over 250,000 bartenders through its training and advocacy programme.

"World Class has opened a lot of opportunities up to me to travel even more than before," says

Jamie. "I've been presenting and training people all over the world, as well as being asked to feature in content for brands like Tanqueray No. Ten. Even just entering World Class in the UK means you get the opportunity to receive honest feedback from well-respected industry people, as every single entry is judged in their own bar before the next stage. That for me is invaluable; I've learnt more from criticism than I have from praise."

His last words are evidence of what it takes to make it in any field, and bartending is certainly no different. As well as a natural aptitude for the job, and a passion for one of the bartenders most important tools in gin, he has a very welcome habit of making the simplest drinks seem stunning.

For more information about entering World Class, visit THEWORLDCLASSCLUB.COM



In an attempt to create a unique position in a fast-maturing gin market, brands are broadening their botanical horizons and embrace increasingly eclectic and esoteric ingredients ranging from Riesling wine and seaweed to cream and shamrock.

Yet simply steeping weird and wonderful herbs, fruits, roots and spices in one's spirit does not guarantee a truly distinctive point of difference. Botanicals should, really, deliver a genuine flavour differentiation and, if possible, reflect the spirit's surroundings – a terroir of sorts.

One distillery that ticks both these botanical boxes is Warner

Edwards, an award-winning artisan outfit set up by the eponymous Tom Warner and Sion Edwards, two life-long friends who decided to join forces and distil gin in the picturesque village of Harrington, Northamptonshire.

The hand-built copper-pot still, which they called "Curiosity", is installed in a 200-year-old converted barn on a family farm

where they combine natural spring water, grain spirit and home-grown elderflower along with a number of other botanicals grown in the distillery's very own Botanical garden.

We sat down with Tom Warner to learn more about Warner-Edwards genuine garden-to-glass approach.

Your gins have a particular connection to botanicals, tell us more about this and the Botanical Garden.

Falls Farm is surrounded by flavours: both in the hedgerows of the English countryside, and the gardens originally established by my mother Adèle, who sadly lost her battle with cancer in 2014. I took inspiration from these botanicals and planted the Warner Edwards Botanical Garden, which not only inspires the creation of our award-winning range of artisan gins but helps to carry on my mum's legacy.

Our distillery Botanical Garden is our flavour lab, but we love experimenting with local produce and flavours too. For our new Honeybee Gin, we are cultivating a Falls Farm apiary to produce the honey that we add post distillation, and our Victoria's Rhubarb Gin was originally developed using a strain of fruit that was cultivated in Queen Victoria's kitchen garden at Buckingham Palace.

For us, it's about exploring natural flavours and firsts; whether that it's in the way we combine botanicals or via flavoursome post-distillation fusions.

What has been the most interesting botanical you've used and why?

All botanicals are interesting and they all interact with each other in different ways. For me, the most interesting group of botanicals are the Lamiaceae botanicals from the farm – basically all the herbs that grow in your garden. These opened up my eyes to growing and creating our own flavours, and ultimately the creation of our botanical garden.

How different extraction processes affect the flavours as they are removed is also a very interesting

area, and I believe this will create the next wave of gins as new distilleries combine vacuum, pot and super critical CO2 extraction to create flavour.

My current two favourites are fresh fennel stem and honey. The fennel gives our Melissa Gin a real herbal punch, which makes it a beast in a Martini or a Negroni. Using honey as a post-distillation botanical has been really interesting for us: it adds a subtle sweetness as well as an additional floral note to our Honeybee Gin.



Have you used all the botanicals growing there or are there more to come?

We plant additional botanicals each year, but this has been turbo-charged by our entry into the Chelsea Flower Show, where we are producing a botanical garden that represents our farm and distillery. This will include some aspirational species of lavender and other herbs that we will then transfer back into our Botanical Garden in Northamptonshire after the show.

We will continue to experiment by growing new and interesting flavours to inspire our innovation and launches.



How do you farm the botanicals? Are the yields enough? Or do the yields dictate the gins you make?

For some of the really small-batch releases we do, the yields do dictate how much we can make. For our core range, we use the garden for inspiration, but as the products scale we have to supplement supply.

As a result, we are looking at phase two of the garden, enabling us to expand our production. There is one member of the Lamiaceae family that I need to make a gin with, but you cannot buy the stem commercially, you can only buy the flowers, but it's the stem I need. To make this gin, we will have to produce our own crop entirely.

The only botanical we are fully self-sufficient in is elderflower: we have to harvest 120kg of blossom last year – that's three cubic meters of blossom!

Do you use home-grown juniper?

We grow seven different types of juniper in the botanical garden, which obviously includes *Juniperus Communis*, the best variety for gin. It takes so long to produce a very small crop, (so) we have to buy in our supply. We are talking to a farming friend locally who has the perfect soil type for juniper to potentially team up and create our own supply.

How important is the issue of sustainability, an increasingly important trend in the bar industry?

It is massively important. Our brand is intrinsically linked to the land and it is essential for us to create a healthy, thriving, natural ecosystem: we care passionately about what we do and how we do it.

Our key ingredients are farm-grown or locally-sourced where possible,

and our gins are distilled using our own natural spring water from Falls Farm. We are hoping to become self-sufficient in producing our own honey for our Honeybee Gin, courtesy of our resident beekeeper Jonny Easter, who looks after our apiary on the Farm.

Are there are certain botanicals that are great in certain cocktails?

The range of botanicals we use allow bartenders real flexibility when it comes to serving our gins. By simply using alternative garnishes when serving Gin & Tonics, bartenders can bring out different notes in the gins.

For instance, a slice of pear added to a Harrington Dry G&T will draw out the floral notes of the cardamom, toning down the spice, whereas sage exaggerates the pine note from the juniper berries, adding a more floral note.

When it comes to cocktails, the robust botanicals (cardamom and black pepper) used in our Harrington Dry Gin make it a perfect gin for serves with big flavours, such as a Negroni. Our gin holds its own against the bitter notes of the Campari and Sweet Vermouth.

The natural rhubarb we use in our Victoria's Rhubarb Gin make it the perfect gin for bartenders to experiment with. The tartness of the fresh rhubarb makes it perfect for a Rhubarb Sour, which is delicious when garnished with fresh rosemary, adding a lovely herbal freshness to the drink.

Our Botanical Garden range (Melissa and Honeybee Gins) have far more complex botanical recipes which allow bartenders

huge freedom to create cocktails. The complexity of our Melissa Gin makes it wonderful in a Red Snapper, with the gin itself still shining through, whilst the subtlety of our Honeybee Gin makes it perfect for a Bee's Knees, which emphasises the honey flavour. Infuse the honey used in the Bee's Knees with lavender for an added floral note.

Could you serve the gin neat? Does any pair well with food?

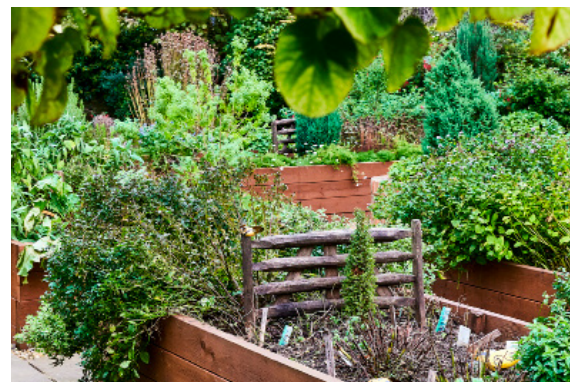
Absolutely, we would always be an advocate of that. Gins tend to be quite powerfully flavoured so there is no need to draw air through the gin on your palate, but rolling the spirit around your mouth to coat it before swallowing will enable you to fully taste the liquid.

We appreciate that trying gins neat isn't for everyone and have a list of perfect serves on our website. All our gins are great with food. When we launched our Honeybee Gin with Fortnum & Mason last September we paired our cocktails with a whole host of honey-based canapes – such as Glazed Pork Belly with Fennel & Honey.

Is the future bright for gin? Is there still room for more?

The future is blindingly bright. More space is being created by increased demand for all gin, but there is also increased demand for authentically produced artisan gins which may cause some erosion of the established giants in the category.

Flavoured variants seem to be really taking off in the market: rhubarb and pink gin seems to be a trend that's being imitated by brands across the board, but post distillation flavour in general will grow across the category as gins other than the London Dry style grow in popularity.





WORLD GIN DAY

GIN IS MASSIVE. SO MASSIVE IN FACT, IT NOW HAS A DAY DEDICATED TO IT. LAUNCHED BY EMMA STOKES, AKA 'GIN MONKEY' WORLD GIN DAY FALLS ON JUNE 9, AND IS THE ULTIMATE WAY FOR BARS TO CELEBRATE THE SPIRIT.

The event has enjoyed global media attention in recent years, supported by bar professionals and consumers all over the world. Your punters are likely to already be aware of the event, so use it as another opportunity to get gin front and centre of the bar. Here Gin Monkey tells us more.

The idea of World Gin Day is really simple: get people together all around the world with a legitimate excuse to drink gin.

I champion the day for everyone (well, everyone over drinking age) to celebrate all things juniper. Whether it's customers who are life-long fans of the spirit, or those who are looking for an introduction, it's all-inclusive. And any bar or brand anywhere in the world can embrace the day, all you need to do is to give your customers added value in the form of gin - be it with a special cocktail, an offer, a gin dinner, gin tasting or massive gin party.

In past years World Gin Day has inspired everything from bar safaris across cities, to closing an entire road in Bath for a street party, to gin dinners in Manila, and festivals

in towns all over the world. There was even an entire month of celebrations organised by Genebra San Miguel in the Philippines where their national basketball team wore the World Gin Day logo on their pre-game shirts.

Seeing the creativity behind the events is what I love most about organising the day, the variety of celebrations in different parts of the world and the excitement from the consumers when they attend events and tastings.

It was founded by Neil Houston in 2009 and began as a very bright idea to bring his friends together to drink gin in Birmingham. I've been involved since 2010 and formally took the reins in 2013, building it into a truly global celebration which now reaches over 200million people through social media. This reach also helps bars who have a useful social media presence, it's a channel you can use to promote the gin category and a brilliant way to engage with your customers or build new ones.

It's a lot of work to make the day so well recognised, but I love what it brings to gin. All I ask is that if you decide to get involved with

World Gin Day, you use the hashtag #worldginday in any social media posts, and most importantly, that you capture the spirit of gin. If you can meet that criteria, then I can list your activity on the official website **WORLDGINDAY.COM** to give your event a boost. You can also contact me through the site with any questions or ideas you'd like to run past me. Submit events to the site for consideration and those who fill in the form the most completely get priority.

This year the day falls on June 9, and in London, there's going to be a festival in collaboration with DrinkUp.London called World Gin Day LONDON. Running from 7-10 June we'll be taking inspiration from London Cocktail Week, and customers with a digital pass (just £10) will unlock access to £6 cocktails across the city, and a calendar jam-packed with brilliant gin-based events.

This is a chance for bars to put on something a little special and really show off to the local community. It's a hell of a lot of fun, and you get to be part of a global community, so get involved. All for gin, and gin for all!

As you would expect, gin's flavour radiates from its core botanicals, and a helpful signpost for these flavours can invariably be found on the bottle. Of course, this wouldn't be a particularly useful read if all we had to say was: 'read the bottle'. So, it's worth adding that, thanks to the way flavour is carried through distillation, it doesn't always follow that a botanical listed on the label, will be obvious. Hence us providing this very useful guide on how you might want to use the gins you stock.

When it comes to understanding gin flavours, one essential profile is Juniper. Handpicked from the mountains of Macedonia and Italy, juniper gives gin that fragrant, slightly resinous, piney and occasionally bitter quality. If customers ever suggest they don't like gin, this is invariably because they don't like the bitter, pine notes on juniper-forward gin. Rest assured, there is always a gin to be found that will please them, you simply need to understand the degrees of juniper expression. For example, historically customers were drawn to Bombay Sapphire because the juniper moves towards the softer, slightly sweeter and floral qualities of the botanical, while the bitter pine is far less pronounced. Interestingly, much like hops in beer, gin enthusiasts are craving a big juniper hit at the moment, with a brand like Hernö actually using juniper wood cask to further enhance this pine expression. It's also worth noting, that a punchy, juniper-forward gin really competes with tonic water, so can be a wise choice in a g&t.

When we talk about spice in gin, the most common botanical a distiller will be utilising, is coriander, specifically coriander seeds. Coriander is second in its importance for gin makers and when dried the essential oils impart earthy thyme, floral notes and crucially a citrus top note in gin.

For earthy, musky notes we can thank angelica root, but here is an example of a botanical that might not be predominantly in place for flavour. Angelica root is also used to bring other flavours together and distillers will often measure it in the botanical bill so that it has a very subtle flavour profile.

Orris Root is another crucial ingredient in some gins, but again, putting the light violet aroma aside, this ingredient is mostly used as a fixative, common in the perfume industry and a common allergen.

Then there's liquorice root imparting the light flavours you might expect, earthy notes are also relevant here, but they are not potent since liquorice is more crucial for its glycyrrhizin which carries sweet flavours across in distillation.

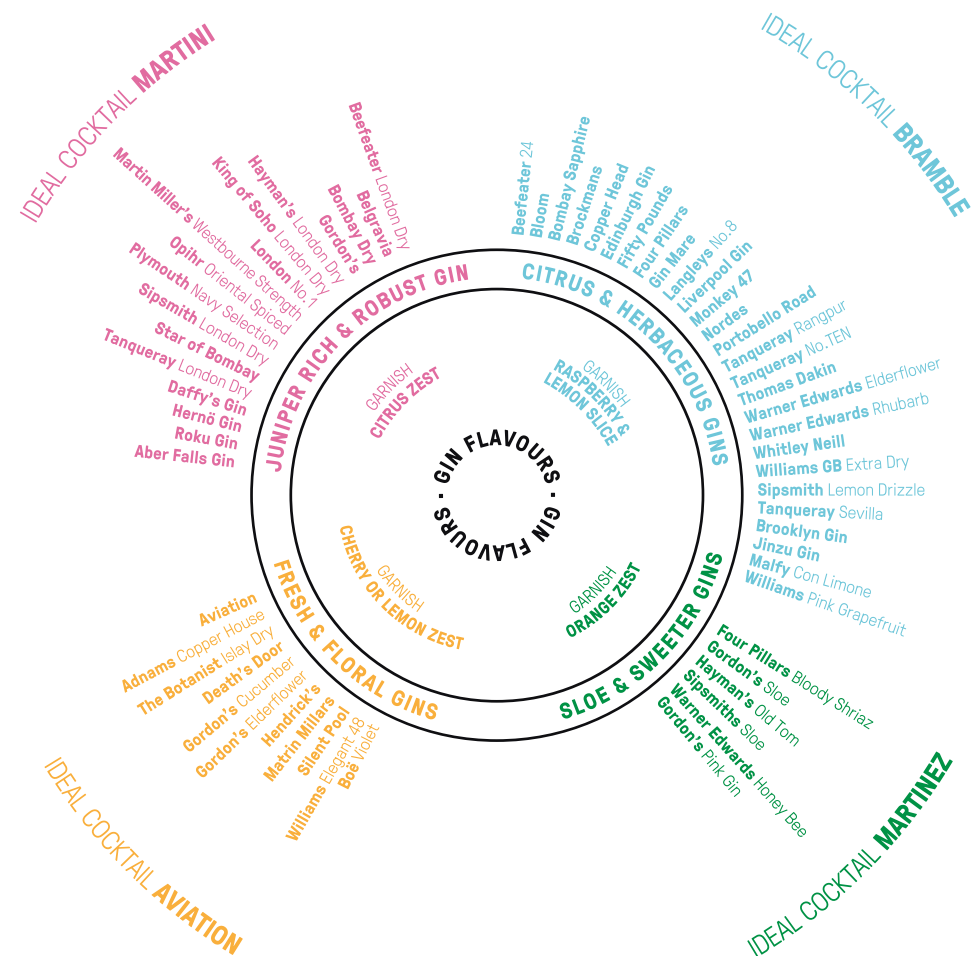
In contrast, there are those that you'd expect to deliver. Desmond Payne for example introduced Japanese Sencha into his Beefeater 24, specifically for the tannins, so it plays a key role in flavour and mouthfeel. Adnams Copper House has hibiscus, taste it carefully and you can pick up on the subtle floral note. Cardamon,

the third most expensive spice in the world, imparts a higher spice note (Mysore) or eucalyptus flavour (Malabar), and can also add a lavender or citrus note to gin. And Cubeb berries contain the piperine compound which brings a spicy pepper kick but combines it with limonene to balance that with citrus. Two very popular profiles in gin.

More common though, would be citrus peels. Lemon and orange are both commonly used in flavouring gin, rather than the flesh the distiller looks to extract the more potent oils from the skin. Some distillers have added grapefruit, some lime, and some are adding whole fruit. This should all be considered when you're looking to play with the gin in mixed drinks, or searching for an appropriate garnish.

All flavours in gin matter, each provides a conversation point but also an opportunity to launch a drink into different directions, whether it's simply showcasing the botanicals in a Martini or g&t, or using the gins in complex cocktails. Hopefully this flavour diagram will help you focus some of those decisions.

FLAVOUR IN GIN



SIPSMITH LEMON DRIZZLE GIN		40.4% ABV
£19.89	PER 50CL	CITRUS & HERBACEOUS 

Drizzle is not normally a word one wants to hear. Not when it's cascading down from the clouds and definitely not when it precedes the words "balsamic vinegar" on a pompous menu.

The only exception is when the word is uttered in the same breath as sweet and sticky cake. The lemon drizzle cake couldn't be more essentially English if it had a cucumber sandwich in one hand and a cricket ball in the other and is a staple in the cafés of National Trust properties – usually washed down with a lovely pot of tea.

An alternative infusion is, of course, gin – the other classic, quintessentially English beverage. Inspired by the teatime classic, the folk at Sipsmith distillery in London have created a gin designed for discerning drinkers and dessert devotees alike.

It's an ingenious idea but, according to Sipsmith's master distiller Jared Brown, it's not a new one. Citrus-infused gins were prevalent in the early 1900s before enjoying a further revival in the 1950s and 1960s and now Sipsmith has breathed life back into the style using lemons, lots and lots of lemons in various forms.

Layered on a backbone of London dry gin distilled in West London, they have added sweet, sun-dried lemon peels, vapour-infused, Hand-peeled lemons and lemongrass foraged from Jared Brown's very own garden.

These are backed up by other botanicals including vanilla pods; juniper (of course, essential in all gins); Bulgarian coriander seed; and ground almond from Spain – which firms up the body.

The result? A gorgeous gin steeped in lovely light er...lemoniness. (Is that a word? It is now). There's citrus sharpness and citrus sweetness, there's zesty bitterness, there's spritzy aroma and there's a real zing on the finish.

The deep yet delicate citrus character gives cocktails and long drinks a lovely lemon twist. As well as citrus-scented classics like the Gimlet and the Tom Collins, it also works wonderfully well in a Martini or even on its own – as an ever-so English alternative to limoncello.

So, when life gives you lemons, don't just make lemonade. Make gin.



LEMON DRIZZLE G&T

50ML SIPSMITH LEMON DRIZZLE GIN

150ML PREMIUM MEDITERRANEAN TONIC WATER

LEMON WEDGE TO GARNISH

1. LOAD UP YOUR FAVOURITE HIGHBALL WITH FRESH ICE AND POUR IN A GENEROUS 50ML MEASURE OF SIPSMITH LEMON DRIZZLE GIN
2. TOP WITH MEDITERRANEAN TONIC
3. SQUEEZE A LITTLE LEMON JUICE FROM A WEDGE AND DROP IT INTO THE G&T
4. STIR ONCE, SIP BACK AND RELAX

LEMON 75

25ML SIPSMITH LEMON DRIZZLE GIN

CHILLED PROSECCO OR CHAMPAGNE

LEMON TWIST TO GARNISH

1. POUR 25ML LEMON DRIZZLE GIN INTO A CHILLED FLUTE GLASS
2. ADD 5ML OF SUGAR SYRUP
3. TOP WITH PROSECCO OR CHAMPAGNE FROM THE FRIDGE AND STIR ONCE
4. GARNISH WITH A LARGE LEMON TWIST

ABER FALLS

41.3%
ABV

£19.05

PER 70CL

RICH & ROBUST



Abergwyngregyn may not be an easy place to pronounce – especially after a couple of wonderful Welsh g&ts – but it's a beautiful place to build a distillery.

Situated at the gateway of the stunning Snowdonia National Park amid the foothills of the Carneddau mountain range, the Aber Falls Whisky Distillery opened last year – as the first distillery in North Wales since the early 1900s.

A former slate works, margarine factory and drinks wholesaler depot has been transformed into an ultramodern distillery that will release its first single malt whisky in 2020.

In the meantime, the distillery has made some impressive forays into both the liqueur and flavoured gin market with a number of new releases including both a Rhubarb & Ginger and Orange Marmalade variants.

But this is their flagship London Dry Gin which they make using Welsh malted barley grown locally and the fresh Welsh water that flows down from the Aber Falls waterfall. The distillation process takes place in huge copper stills, a 5,000-litre wash still and a 3,600-litre spirit still using a collection of classic botanicals including juniper, coriander, liquorice, orange, lemon and grapefruit.

Packaged in a stylish cyan-coloured bottle, it epitomises the London Dry style with a robust juniper presence, strata of subtle citrus character, a mineraly sweetness with a spicy finish.

At 41.3% abv, this premium small batch gin brings the best out of the botanicals and is best enjoyed accompanied, as ever, by a first-class tonic in a classic g&t. In terms of a garnish, the folk from Aber Wells recommend several including the traditional lime, cucumber or a mint leaf.



ABER FALLS

1 PART ABER FALLS GIN

2 PARTS TONIC

CUCUMBER & FRESH MINT TO GARNISH

1. POUR IN THE GIN AND GENTLY POUR IN THE TONIC
2. GARNISH WITH CUCUMBER AND FRESH MINT

BOË VIOLET

41.5%
ABV

£21.99

FRESH & FLORAL



Having previously been a colour synonymous with checking dodgy fivers in and exposing chronic dandruff on the dance floor, violet is a colour that every venue needs to have on its back bar.

According to the Pantone Colour Institute (PCI), violet is the official colour of 2018. Having scoured and scrutinized trends across food and fashion, entertainment and art, design, film and travel, sports and technology, boffins at the PCI decided that "Pantone 18-3838", also known as ultra violet, was this year's coolest colour.

According to Leatrice Eiseman, PCI's executive director, "We are living in a time that requires inventiveness and imagination.

It is this kind of creative inspiration that is indigenous to...violet, a blue-based purple that takes our awareness and potential to a higher level.

"From exploring new technologies and the greater galaxy," added Eiseman, "to artistic expression and spiritual reflection, intuitive ultra violet lights the way to what is yet to come."

Thank goodness then, that bars can embrace this trend with Boë Violet Gin, a light purple-hued liquid with an ABV of 41.5%. It's infused with violet flowers alongside Boë Superior Gin's classic batch of botanicals that includes coriander and angelica, spicy ginger and cassia bark, grains of paradise and peel from oranges and lemon.

Named after Professor Franz de la Boë, who is falsely credited as inadvertently creating gin while in search of a medicinal tonic, it is distilled using the classic yet rare Carterhead still system, first designed and built by the Carter brothers in the 19th Century,

The vapour infusion process means that botanical vapours are moved through the spirit instead of being boiled within it. The result? A fresh and floral affair that lends itself to light summer drinking, vivid looking long drinks and, lest we forget, cocktails that oo-ordinate with the coolest colour of 2018.



AMETHYST AVIATION

40 ML BOË VIOLET GIN

25ML FRESH LEMON JUICE

10ML MARASCHINO LIQUEUR

1 X BTL FENTIMANS GRAPEFRUIT TONIC

PINK GRAPEFRUIT TWIST TO GARNISH

1. ADD THE BOË VIOLET GIN TO A SHAKER
2. ADD THE JUICE OF HALF A FRESH LEMON
3. ADD 1 BAR SPOON OF MARASCHINO LIQUEUR
4. ADD ICE CUBES AND SHAKE
5. FILL A TALL GLASS WITH ICE AND DOUBLE STRAIN
6. TOP UP WITH FENTIMANS GRAPEFRUIT TONIC
7. GARNISH WITH A TWIST OF FRESH PINK GRAPEFRUIT

TANQUERAY SEVILLA

41.3%
ABV

£18.99

CITRUS & HERBACEOUS



Amid all the shouting about the new craft gin boom, it's all too easy to forget that there are some classic British brands that have been quietly crafting quality gin for centuries.

Arguably the most iconic and important of these is Tanqueray, first distilled in 1830 by Charles Tanqueray when he was just 20 years-old. Son of a clergyman, Charles shunned a life in the church and followed his passion for science by opening up a distillery in London with his brother, Edward. Charles, meticulous in his approach to distillation and sourcing of botanicals, was one of the earliest pioneers of the "London Dry" style of gin – preferring it to the Old Tom-gins that had hitherto dominated the market.

Embracing continuous distillation with gusto, Charles created a wonderfully pure base spirit which, unlike Old Tom gins, didn't require

the addition of sugar to mask its imperfections. At the Vine Street Distillery in 1835, Charles then added a simple quartet of botanicals: juniper, coriander seeds, angelica root and liquorice (Tanqueray still only uses these four ingredients).

Tanqueray went on to 'break' America and, by the 1960s, Tanqueray was the gin of choice for the Martini-sipping Frank Sinatra and the Rat Pack. By the Millennium however, gin had fallen out of fashion.

So, in 2000, Tanqueray placed two defibrillators on the gin market, stood back and brought gin back to life with the launch of Tanqueray No. Ten - the first gin to use fresh batches of fruit such as whole grapefruit and lime in the distillation process.

This year, Tanqueray has delved deep into Charles's meticulously-

chronicled recipe archive and created Tanqueray Flor de Sevilla, a bittersweet gin distilled using Seville oranges.

In his unwavering pursuit for flavour, Charles travelled to the sun-soaked groves of Spain in the 1860's and, using the region's oranges, made an inimitable gin liqueur – and it is this that has inspired the latest launch from Tanqueray.

Packaged, as ever, in the iconic Tanqueray bottle inspired by a three-part Prohibition-style cocktail shaker, Tanqueray Sevilla is sensational served up in a Spritz (ahoy there all you Aperol drinkers) or in a g&t with a difference – complete with an orange wedge.



TANQUERAY FLOR DE SEVILLA SPRITZ

1 PART TANQUERAY FLOR DE SEVILLA

1 PART SODA WATER

2 PARTS PROSECCO

ORANGE SLICE TO GARNISH

1. FILL A WINE GLASS WITH ICE

2. ADD 1 PART TANQUERAY FLOR DE SEVILLA
1 PART SODA WATER AND TOP OFF WITH
2 PARTS PROSECCO

3. GARNISH WITH A FRESH ORANGE SLICE

BROOKLYN GIN**40%
ABV****£26.40**

PER 70CL

CITRUS & HERBACEOUS

America, as we know, has rediscovered its micro-distilling mojo and is currently home to some superb small batch spirits – with many making may across the Pond.

One of the finest is this lovely juniper-led gin from the East Coast, distilled at the Warwick Valley Winery and Distillery, the first licensed New York distillery since Prohibition located just a short drive from Brooklyn.

A true locavore gin that uses corn grown entirely within New York state on small farms, Brooklyn Gin prides itself on using 100% fresh citrus peels and hand-cracked juniper. Unlike other distillers who rely on dried or frozen citrus peels, the guys at Brooklyn hand-out their citrus fruit and hand-crack their juniper berries in a deliberate effort to unleash their essential oils.

As well as the essential Juniper (which comes through firmly), other botanicals include coriander, orris root, angelica root, lavender, cocoa nibs, Persian lime, Navel orange, Eureka lemon and kumquat.

Launched back in 2010 by co-founders and distillers Joe Santos (formerly of Bacardi) and Emil Jattne, Brooklyn Gin is a simple yet extremely well-balanced, deftly-constructed gin that eschews outrageous aromas in favour of finesse and well-rounded flavour.

Zesty, vibrant and centred around a strong citrus core (there's a lot of lime throughout), it has scooped numerous awards including a double gold medal at the rightly revered 2016 San Francisco World Spirits Challenge.

**BEE'S KNEES**

50ML BROOKLYN GIN

12.5ML HONEY SYRUP

25ML FRESH LEMON JUICE

CITRUS TWIST TO GARNISH

1. SHAKE WITH ICE
2. STRAIN INTO A COCKTAIL GLASS
3. GARNISH WITH A TWIST OF CITRUS FRUIT

DAFFY'S		43.4% ABV
£24.89	PER 70CL	RICH & ROBUST 

The striking looking lady adorning the bottle is Daffy, named after the goddess of gin and modelled on the distiller's wife Mignonne Khazaka.

The image comes courtesy of Robert McGinnis, an iconic American artist famous for creating some of the most memorable cinema posters in history – including "Breakfast At Tiffanys", "Thunderball", "The Odd Couple" and "Barbarella".

But is there substance as well as style? Distilled in Scotland yet using a base spirit sourced from Northern France, Daffy's is a well-

defined, lovely London Dry Gin made on a copper pot whisky still and designed, in part, to be drunk neat over ice.

Distiller Chris Molyneaux has curated a truly international array of botanicals, the most remarkable of which is Lebanese mint sourced from the Bequaa Valley. It is joined in the four-day maceration process by orris root from Morocco; Balkans-grown juniper and coriander; Spanish lemon peel, angelica from Belgium and cassia from Malaysia.

Bottled at a very specific 43.4% ABV it's a gin that pays respectful

homage to the traditions of London Dry Gin but doesn't get stuck in the past. The vibrant citrus aromatics and the clear-cut minty freshness is wrapped up in that all-important juniper envelope and the finish stays long and smooth.

It makes a magical martini but a simple g&t – or as they call it, a D&T – garnished with lime and fresh mint will keep those Mojito drinkers happy – but without all the muddling hassle.

Or, do what Daffy's says it does best, and drink it neat on the rocks.



THE D&T

1 PART DAFFY'S GIN

2 PARTS TONIC

LIME WEDGE AND FRESH MINT TO GARNISH

1. POUR IN THE GIN AND GENTLY POUR IN THE TONIC DOWN THE SIDE OF THE GLASS TO RETAIN MAXIMUM FIZZ
2. GARNISH WITH A LIGHTLY SQUEEZED LIME WEDGE AND SPRIG OF FRESH MINT

HERNÖ GIN

40.5%
ABV

£24.33

PER 50CL

RICH & ROBUST



"Hernö Swedish Excellence Gin" certainly talks a good game. The risk of giving your spirit such a self-assured moniker is that it increases the pressure to deliver a distillate of true distinction.

Thankfully, these Swedish spirit-makers know what they're doing and their apparent hubris is by no means misplaced. Hernö, distilled at the first dedicated gin distillery in Sweden, is an excellent gin whose mantlepiece positively groans under the weight of various esteemed industry gongs.

Between 2012 – 2015, no other distillery in Europe won more awards than Hernö and its gins have been named the world's best at the World Gin Awards in both 2017 and 2018. Not bad for a distillery set up by founder Jon Hillgren six years ago, on a 200 year-old farm in Dala, situated high

up on Sweden's east coast close to the city of Härnösand

Having cut his teeth at London's Institute of Brewing and Distilling, Hillgren embarked on a mission to create truly organic, artisan gin inspired by the natural beauty of his Swedish surroundings.

At the Hernö Brenneri, which it claims is the northernmost distillery in the world, Hillgren uses two hand-hammered German copper pot stills, called Kierstin and Marit, to create a London dry style gin that has a homemade wheat spirit as the base.

Prior to distillation, the base spirit is used to steep eight all-organic botanicals, primarily of Swedish origin, for 18 hours. As well as juniper and coriander, Hernö's botanicals include black pepper, vanilla, lemon peel, cassia,

meadowsweet (which adorns the spirit with a distinct sweetness) and lingonberries, a tart fruit native to Scandinavia that serves up soft spicy notes.

There are pine-cones on the nose, floral notes and a touch of sweet citrus too. Smooth and phenomenally fresh on the palate, it's rounded with a juniper profile that surfs a tide of citrus sweetness before concluding with a long, spicy finish.

Its smoothness lends it to myriad methods of consumption. A particularly Scandiphile serve is in a Cosmopolitan where cranberry is replaced by lingonberry juice but such is Hernö's depth of flavor, it makes a marvelous Martini or, even simpler, straight out the freezer and sipped over ice alongside some oily fish.



HERNÖ & TONIC

50ML HERNÖ GIN

TONIC WATER

LEMON ZEST TO GARNISH

1. TAKE A HIGHBALL GLASS AND FILL THE WHOLE GLASS WITH ICE
2. POUR IN 50 ML OF HERNÖ GIN
3. TOP WITH TONIC WATER AND GARNISH WITH A LEMON ZEST

TO BE A LITTLE MORE CREATIVE, ADD PEPPER TO REALLY GET THE HERBAL NOTE IN HERNÖ GIN GOING. BUT BE CAREFUL, NOT TO MUCH TONIC. 1 PART GIN, MAXIMUM TWO PARTS TONIC.

AVIATION

40ML HERNÖ GIN

10ML MARASCHINO LIQUER

5ML CREME DE VIOLETTE LIQUER

15ML LEMON JUICE

LEMON ZEST TO GARNISH

1. ADD EVERYTHING TO A SHAKER AND FILL WITH ICE
2. SHAKE FOR ABOUT 10 SECONDS AND STRAIN IN TO A COUPETTE
3. GARNISH WITH A LEMON ZEST
4. STIR ONCE, SIP BACK AND RELAX

THIS ONE WILL BE LOVED BY EVERYONE, HERBAL, FRESH AND WELL BALANCED. ADD MORE OF THE VIOLETTE LIQUER AND LESS MARASCHINO IF YOU'RE A SUCKER FOR VIOLETTE, WHO ISN'T?

JINZU GIN

41.3%
ABV

£24.89

PER 70CL

CITRUS & HERBACEOUS



It's been five years since Dee Davies entered the World Class "Show Your Spirit" competition, an initiative undertaken by Diageo and designed to mine the entrepreneurial verve of British mixologists.

Following a four-day boot camp and up against 222 other high calibre entries, Dee's original drink idea was chosen by an esteemed panel of judges as the best. Jinzu, inspired by Dee's journey to Japan as a 16 year-old and a wider fascination with flavour in general, deftly dovetails Eastern culture with West and is named after the Japanese river that boasts a thousand cherry blossom trees along its banks.

Now part of the Diageo Reserve Brands portfolio, Jinzu is a marriage of classic British gin with the delicate flavour of cherry blossom and yuzu citrus fruit, finished with smooth Japanese sake. The concept was initially developed at Diageo's World Innovation Centre under the guidance of Nicola Rowntree before being distilled under the

expert and watchful eye of the legendary, and now retired, distiller Tom Nichol – who worked on Diageo's iconic Tanqueray gins.

After a classic botanical gin maceration (juniper, angelica and coriander), they add cherry blossom and yuzu (a Japanese citrus fruit used in Asian cuisine for centuries) to a traditional copper pot still before coming off the still at more than 80%. It is then blended with Junmai Sake before being brought down to bottling strength of 41.3%.

In a vibrant gin category where brands are battling for a true point of difference, Jinzu delivers genuine distinction in both its backstory, ingredients and flavour profile. Dee has created a gin with an authentic Japanese twist – the sweet presence of the Sake percolates through the gin without overpowering it while the fabulous floral notes and herbal tones can be attributed in part to the cherry blossom.

Perhaps the influence of Tom Nichol can be detected in the

underpinning Juniper character that brings all the botanicals together including the fresh citrus fruitiness from the Yuzu and the spiciness of the coriander.

It's a gin that's different without straying too far from its spiritual roots and one that occupies a unique space in an increasingly cluttered gin market - appealing to adventurous elbow-benders and gin drinking traditionalists alike.

The bottle alone will pique interest among imbibers. The bottle, based upon a classic gin crock with a wood stopper, is a thing of genuine beauty. The clear curved bottle depicts a cherry blossom tree whose branch mirrors the flow of the Jinzu River while a quirky Japanese bird clasps a quintessentially black British broly – suggesting a spirit with its head in Britain and heart in Japan.

What's more, 5% of Jinzu profits go towards a unique bartender fund where members decide how this is used within the bartender fraternity.



JINZU RIVER

40ML JINZU GIN

40ML HONEY SYRUP

40ML PINK GRAPEFRUIT

20ML RASPBERRY SYRUP

10ML LEMON JUICE

40ML DRY SPARKLING CIDER

FRESH RASPBERRIES TO GARNISH

1. SHAKEN AND POURED INTO THE JINZU DECANTER
2. TOP WITH CIDER
3. SERVED WITH BARANSU GLASSES FILLED WITH ICE AND GARNISHED WITH RASPBERRIES

NO TOUCHING

40ML JINZU GIN

15ML CHERRY LIQUEUR

5ML ITALIAN AMARO

5ML APPLE CONCENTRATE

LEMON ZEST TO GARNISH

1. STIRRED OVER ICE AND SERVED IN A COCKTAIL GLASS
2. LEMON ZEST TO GARNISH

MALFY CON LIMONE

41%
ABV

£20.20

PER 70CL

CITRUS & HERBACEOUS



This unique Italian gin is made in Moncalieri, a beautiful village located ten miles outside Turin and surrounded by dramatic silhouettes of the Alps.

Located in a region renowned for its vermouths and liqueurs such as Cinzano and Martini & Rossi, the Torino Distillati where it is made dates back to 1906. After swapping hands more often than a dog walker on a frosty morning, the distillery was taken over in 1992 by a chap called Carlo Vergnano.

Malfy was Vergnano's brainchild and began life as a small-batch venture but production was stepped up substantially following its launch into America back in 2016 and now Malfy is embarking on a mission to establish a fruity foothold in the British market.

It's doing so with a flavour profile that turns the traditionalists' take on classic gin firmly on its head. It's a juicy gin that jettisons the traditional strong juniper presence in favour of a seriously citrus-forward character that comes courtesy of loads and loads of Italian lemons.

They source these yellow citrus fruits from both the Amalfi Coast and Sicily before steeping them in a grain spirit distilled from wheat. The lemons are then squeezed using a classic basket press and the pressed lemon juice is distilled alongside a quintet of other botanicals (including juniper, liquorice, cassia and coriander) in a bespoke vacuum still.

In order to coax as much lemony loveliness from their fruit as they

can, the distillation takes place at a lower temperature - and the citrusy character certainly makes itself known on both the aroma and the palate.

This is lemony in a big way. The nose is brimming full of lemon sherbet and limoncello while on the palate, when sipped naked on its own, fresh full lemons unashamedly fill the mouth.

It's bright and zesty with a fabulous freshness to it. If you like lemons, you'll love this. That said, if you lengthen the lemon character with tonic or add a touch of vermouth, the other botanicals bustle through and confidently introduce themselves. At 41% ABV, it boasts enough strength to carry the full flavours of the botanicals but not so strong as to be overwhelming.



MALFY G&T

35ML MALFY GIN CON LIMONE

100ML FEVER TREE MEDITERRANEAN TONIC

ICE CUBES

1 LEMON SLICE TO GARNISH

1. POUR 35ML MALFY GIN CON LIMONE AND 100ML FEVER TREE MEDITERRANEAN TONIC INTO A GLASS
2. ADD CUBED ICE
3. STIR AND GARNISH WITH A LEMON SLICE

THE ITALIAN 75

35ML MALFY GIN CON LIMONE


10ML SUGAR SYRUP

10ML LEMON JUICE

TOP WITH PROSECCO

LEMON PEEL TWIST TO GARNISH

1. POUR 35ML MALFY GIN CON LIMONE
2. ADD 10ML SUGAR SYRUP AND 10ML LEMON JUICE INTO A COCKTAIL SHAKER FILLED WITH ICE
3. SHAKE UNTIL WELL CHILLED AND DOUBLE STRAIN INTO A CHAMPAGNE FLUTE
4. TOP WITH PROSECCO AND GARNISH WITH A LEMON PEEL TWIST

ROKU GIN		43% ABV
£23.89	PER 70CL	RICH & ROBUST 

Having more than proved their deft distilling expertise with whisky, producing what many industry observers believe to be the finest in the world, the Japanese are proving to be rather apt at making that other quintessentially British beverage – gin.

Japan is currently home to an exciting, embryonic gin scene domestically and several of these unique and distinct gins have been recently launched into the UK where appreciation for Japanese culture and craftsmanship is on the rise.

Fresh from buying London's Sipsmith distillery two years ago for a reported £50m, the legendary Suntory has released Roku, a premium gin created at the company's Osaka-based distillery using half a dozen distinctly Japanese botanicals (hence the Roku name - which means 'Six').

The botanicals are designed to represent the changing seasons in Japan; Summer is represented by sencha tea and gyokuro tea; Spring has sakura leaf and sakura flower; there's sansho pepper for autumn; and yuzu peel for winter.

In accordance to the Japanese concept of 'shun', the botanicals are said to be harvested at the peak of their flavour. These flavours are then captured in a bespoke distillation process that sees each botanical steeped and distilled in several pot stills before being carefully blended with more traditional botanicals such as juniper, orange peel, coriander, lemon peel, and cinnamon.

Suntory has created an intricate gin of distinct character. The first thing that hits one's hooter on entry into the glass is a flurry of floral notes; a scattering of cherry blossom and a soothing whiff of green tea.

Beneath a slick smooth mouthfeel, the juniper tugs away at the tongue's coat-tails, while a mellifluous melody of Yuzu-like citrus tones, a touch of tannin and some gentle bitterness play out on the palate. The finish? Snappy and spicy with a soft punch of pepper.

There's enough going on here to serve it neat or on the rocks while fans of the Negroni will find favour in Roku's fruity bitterness. It's remarkable botanical make-up makes for a marvellous Martini too.



SIGNATURE ROKU GIN & TONIC

50ML ROKU GIN

125ML TONIC

FRESH GINGER SLICES TO GARNISH

1. SERVE IN A PRE-CHILLED LONG GLASS
2. FILL WITH ICE
3. TOP UP WITH PREMIUM TONIC
4. GARNISH WITH 6 SLICES OF FRESH GINGER

WARNER EDWARDS HONEYBEE GIN

43%
ABV

£27.20

PER 70CL

SLOE & SWEETER



Ever since they first fired up their “Curiosity” still at the end of 2012, Warner-Edwards have been creating a buzz around the artisan gin scene. But now this buzz is getting even louder with the launch of Honeybee Gin (do you see what we’ve done there? Very clever).

The second release from the distillery’s Botanical Garden range is the perfect gin for bartenders looking for “ethics, flavour and storytelling”, says co-founder Tom Edwards. “In our opinion, this is one of the finest examples of ‘craft’ gin on the market, which is easy for us to say!

“The gin is produced as a one-shot London Dry before we add the final botanical, which is our fabulous honey, with all the conservation initiatives that go with that. The cherry on the top is that our

Honeybee Gin gives bartenders a fantastic story to tell and cause to support.”

Not content with cramming in 28 natural botanicals taken from its own botanical garden and hedgerows (including rose, lavender, camomile and hibiscus), the latest launch is also infused with both locally-sourced honey and a hefty splodge of golden nectar sourced from their very own hives on Falls Farm – home to the distillery.

The award-winning brand has become the first ever spirit to hook up with the Royal Horticultural Society (RHS) as part of a sustainability initiative. Each bottle of Honeybee Gin comes with a packet of wildflower seeds to encourage the planting of bee friendly environments, and a

portion of the proceeds from each bottle sold goes to the RHS.

If the welfare of bees is not reason enough to make room for Honeybee on your backbar, it tastes mighty fine too. Smooth with herbal sweetness, with a fresh summery scent of citrus, the honey character is subtly done, treading softly so not to smother the spicy notes or the very light vanilla on the finish.

While the “Buzzeco”, lengthened in a flute with Prosecco, is a superb summer spritz sip, it also works well in winter when served warm in a “Honeybee and Lemon” complete with cloves, cinnamon sticks, star anise, orange and warm cloudy lemonade.

Don’t just drink it for yourself, do it for the bees.



BUMBLE

50ML WARNER EDWARDS HONEYBEE GIN

25ML LEMON JUICE

15ML HONEY

15ML CRÈME DE MURE OR CHAMBORD

BLACKBERRIES AND ROSEMARY SPRIG TO GARNISH

1. POUR THE GIN, LEMON JUICE AND HONEY INTO YOUR SHAKER, HALF-FILL WITH ICE, AND SHAKE UNTIL ICE COLD
2. STRAIN INTO AN OLD FASHIONED ROCK GLASS FILLED WITH CRUSHED ICE
3. DRIZZLE THE CREME DE MURE OVER THE TOP SO IT TRICKLES THROUGH THE ICE
4. GARNISH WITH FRESH BLACKBERRIES AND A SPRIG OF ROSEMARY

HONEYBEE GIN AND TONIC WITH SAGE AND LIME

50ML WARNER EDWARDS HONEYBEE GIN

MEDITERRANEAN TONIC OR INDIAN TONIC

LEMON SLICE AND A LEAF OF SAGE TO GARNISH

1. POUR 50 ML OF WARNER EDWARDS HONEYBEE GIN INTO A GLASS WITH ICE
2. SERVE WITH MEDITERRANEAN OR INDIAN TONIC
3. GARNISH WITH A SLICE OF LEMON AND A SAGE LEAF

WILLIAMS PINK GRAPEFRUIT

40%
ABV

£27.15

PER 70CL

CITRUS & HERBACEOUS



Chase Distillery is Britain's first Single-Estate Distillery and home to an eclectic, esoteric array of award-winning spirits produced with an unwavering 'field to bottle' ethos.

It's been quite the journey for founder William Chase, a former disillusioned potato farmer who, tired of subserviently supplying his quality spuds to supermarkets, turned his potatoes into "Tyrrells Hand Cooked Potato Chips" - the crème de la crème of quality crisps.

William then turned his attention from deep-frying to distillation and went about converting his crop into a potato vodka made using Lady Rosetta and Lady Claire potato varieties. Rich in starch, they are super suitable for distillation which is undertaken on a copper pot still powered by steam and a huge, bespoke German-made column still that measures up to 70ft tall.

The vodka is then infused with carefully selected wild botanicals to make both the hybrid Single Botanical gin (also known as Juniper Vodka) and the Williams GB Gin which forms the foundation for this variant.

The flagship gin - made with elderflower cinnamon, nutmeg, ginger, almond, coriander, cardamom, cloves, liquorice and lemon - is redistilled on a bespoke gin still with pink grapefruit and peels from pomelos.

The pomelo is an over-sized, under-appreciated citrus fruit whose juice is used to lengthen the Ginpo - a hugely popular gin drink in the Philippines, the biggest gin market in the world.

The pink grapefruit, meanwhile, adds a singularly distinct citrus note to the spirit that is more biting and bracing than lemon or lime. As you dip your nose into the glass, there's a splash of fleshy grapefruit on the nose but with a gentle shudder of juniper.

This interplay between the two continues onto the palate to a backdrop of sweetness and a touch of subtle spice. It's first and foremost a fabulously fresh gin but there's a terrific tartness on the tongue that still spikes through the tonic in a cheek-contorting twist on the g&t.



PINK GRAPEFRUIT GIMLET

40ML WILLIAMS PINK GRAPEFRUIT GIN

15ML FRESH PINK GRAPEFRUIT JUICE

FRESH GRAPEFRUIT TO GARNISH

1. SHAKE ALL INGREDIENTS WITH CUBED ICE
2. DOUBLE STRAIN INTO A CHILLED COUPE GLASS
3. GARNISH WITH A FRESH GRAPEFRUIT TWIST

