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IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

THE DISTILLED GUIDE TO: BEST OF BRITAIN



WELCOME TO THE SEVENTH EDITION OF 2019 SPIRITS SUPPLEMENTS FROM DISTILLED.

I don't need to tell you that we have some amazing spirits produced around Great Britain. We have a great selection of British spirits already in the Distilled range, but I am excited to bring some fabulous new additions to the range this summer. Starting in Scotland, Naked Grouse has all the positive connotations of its famous relation, but brings a really versatile and accessible whisky of blended malts including The Macallan, Highland Park and The Glenrothes, with no grain in sight. Perfect for the base of many great whisky cocktails and mixed drinks.

Caorunn gin is a London Dry-style gin produced in the Cairngorm National Park, combining incredibly pure Scottish water with herbs, plants, flowers and shrubs that grow in the surrounds of the distillery, using vapour infusion methods. A classic liqueur synonymous with great Scottish berries is Braemble blackberry liqueur.

Over to Northern Ireland to the Belfast Cut classic dry gin from Jawbox. Small batch produced and combining eleven individual selected botanicals, this gin is best enjoyed the "Belfast" way with ginger ale and a slice of lime ... or of course with your favourite tonic!

To accompany our expanding Welsh range, which includes Barti Ddu, Cygnet Gin and Aber Falls Welsh Dry Gin, we now have two extremely popular flavours: Orange Marmalade and Rhubarb & Ginger gins. The Welsh village of Abergwyngregyn is home to the Aber Falls distillery, which has impressed us hugely with its range of award-winning Welsh gins crafted using Welshinspired botanicals.

Full-strength flavoured gins (i.e. not liqueurs) are leading the path of growth in the gin category, so it would be remiss not to introduce some new flavours from England as well! Spirit of Harrogate launched Slingsby gin back in 2015 and have seen some great success from their Yorkshire rhubarb gin. Recently, they have selected a more unusual fruit for their new Slingsby Gooseberry gin.

Warner's, a family-owned farm distillery in Northamptonshire, has added a seventh variant to its portfolio of super-premium flavoured gins. Warner's are not content with just making great gin; they are acutely aware of its ecological accountability, and have forged a charity partnership with the People's Trust for Endangered Species (PTES). PTES is an organisation that offers support to hedgerow habitats from which the fresh ingredients that go into Raspberry gin are foraged.

Onto Kent, the garden of England, and Chapel Down Pinot Noir gin, a new addition to our range which certainly looks the part. Yes, I am sure you may be asking, "why gin?" when Chapel Down are famous for their English wine. However, there are an awful lot of skins left over from their wine production, and not ones to waste, the team at Chapel Down have successfully launched the first Pinot Noir Gin!

Innovation is not a route that the Bombay team have ventured into outside of Star and Sapphire, but with the boom set to continue, a new limited edition has popped up from Laverstoke Mill, which captures its natural local beauty. Bombay Sapphire English Estate has boosted its classic citrus-strong botanical line-up with the addition of pennyroyal mint, rosehip and toasted hazelnut.

Naval associations with alcohol tend to relate to navy rum; however, naval officers would often actually drink gin. The lime-laced Gimlet cocktail was created by a doctor in the Royal Navy to ward off sourvy, while the classic Gin & Tonic, containing quinine, prevented malaria. So, with positive benefits to enjoying a G&T, the Hawthorn's family uncovered a family recipe for gin from WW2.

After a raft of new gins in this edition, I am pleased to showcase a brand-new liquid to the Portobello distillery with Temperance. Acutely aware of moderation in consumption, the team at Portobello have worked tirelessly to produce a low-ABV spirit-based drink that appeals to those who enjoy a great G&T.

Finally, a true British classic. Berry Bros & Rudd were granted their first Royal Warrant back in 1903 by King Edward VII. They created The King's Ginger – a lavish liqueur laced with spicy ginger root and lemon peel.

Katie Hewitt

Category Manager Spirits



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BEST OF BRITAIN

Hello folks, and welcome to the latest edition of Distilled. In this issue, we proudly hail home-grown talent in the UK's burgeoning bar scene whilst also celebrating the spirits driving Britain's booming oraft distilling movement.

We're not wearing Union Jack underpants as we write this and there'll be no jingoistic, flag-waving rendition of "Land of Hope & Glory", but with so much to be proud of it's enough to send our stiff upper lip all aquiver.

Britain remains very much at the forefront of the global cocktail scene and the state of British spirits has seldom been in finer fettle. Back in 2010, when the Wine and Spirit Trade Association (WSTA) first kept count, the number of distilleries in the UK was just 116 – with the vast majority of these residing in Scotland, making whisky, and just 23 operating in England.

Less than a decade later, and according to the last count in 2018, there were a total of 361 distilleries recorded in the UK, and – thanks in no small measure to the gin boom – more than half of these are found in England.

Official figures from HMRC revealed that, for the first time since records began, the number of English distilleries eclipsed those in Scotland. During last year alone, 31 new distillery licences were issued in England, compared to 11 in Scotland – bringing the total number of distilleries to 166 and 160 respectively. Similarly, both

Wales and Northern Ireland are now home to burgeoning craft distilling scenes – as epitomised by both Aber Falls (Pg38) and Jawbox Gin (pg50).

Alas, space simply doesn't allow us to detail each and every one of the UK's producers, but hopefully the following pages will showcase the sheer diversity, innovation and entrepreneurial verve currently shaping British spirits.

While the "ginaissance" has undoubtedly been the primary driving force behind the rise in distilleries, it's by no means the only spirit. We have just finished a nationwide tour of more than 40 towns and cities, during which we encountered all manner of "local" spirits and liqueurs everywhere we went – from Cornish pastis down south to whisky in Wales, English brandy in the west and vodka, rather aptly, in the east.

As well as featuring a selection of spirits from British producers, and an interview with an exciting British company innovating with 3D online marketing, we also focus on a number of British bar operators blazing a trail of innovation.

What better place to start than "Tayēr + Elementary", a fabulous new venue that has already been drenched in drinks industry awards? Founder Monica Berg reveals what it takes to become the ultimate bartender and why the art of hospitality must be placed firmly at the forefront of British bar culture.

We visit FAM, a neighbourhood bar in London set up by Megs Miller and Dre Masso, where the cocktail list is a loving legacy of some of London's most iconic bartenders and drinks industry figures, from Dick Bradsell and Douglas Ankrah to Jake Burger and the late, great Henry Besant and Mark Ridgwell. Up in Sheffield, meanwhile, Public is a phenomenal flagbearer for the city's thriving bar scene - turning a public lavatory into a flashy (or should that be flushy?), awardwinning venue which was recently named by The Observer as the best bar in Britain.

We also catch up with Louis Lewis-Smith, a pioneer in the industry who has literally created beautiful bars with his bare hands in both Bath and Bristol. For anyone truly dedicated to the drinks industry, his story and commitment to sustainability is an inspiring one.

Elsewhere, we delve deep into the classic bramble cocktail, one of our favourite gin-driven drinks – and talking of brambles, we also set off to Scotland and the guys from Manor View, a hotel concept doing some shrewd stuff with spirits. So there you go: just like the British bar scene, there's a lot going on. We hope you enjoy it.

And remember, don't just read it for yourself, read it for your country.

Cheers, Ben & Tom The British Isles are brimming with brilliant beverage history. Centuries of influence from the drinkers who have passed through and settled have left us with a host of heroic spirits we can claim as our own. Almost.

The most obvious are gin and whisky, and while London dry and Scotch are synonymous with our sipping traditions, both now boast exceptional examples that hail from all corners of the UK. English and Welsh whiskey, Scottish and Irish gin; you don't need to venture from our shores to find the best and these two spirits alone could help you form an excellent, lower-carbon footprint when it comes to your spirits menu.

BEST OF BRITISH

The Irish were the first to distil whiskey, so including the likes of Bushmills is essential if you're to represent the historic curve of this category. It might seem erroneous to include it in a list of British, but the South must not be ignored, not least because the whiskey scene there is one of the fastest-growing spirit categories in the world. You'll also find great gin here too, with distillers initially using their technical prowess to produce the botanical spirit while waiting for whiskey to mature.



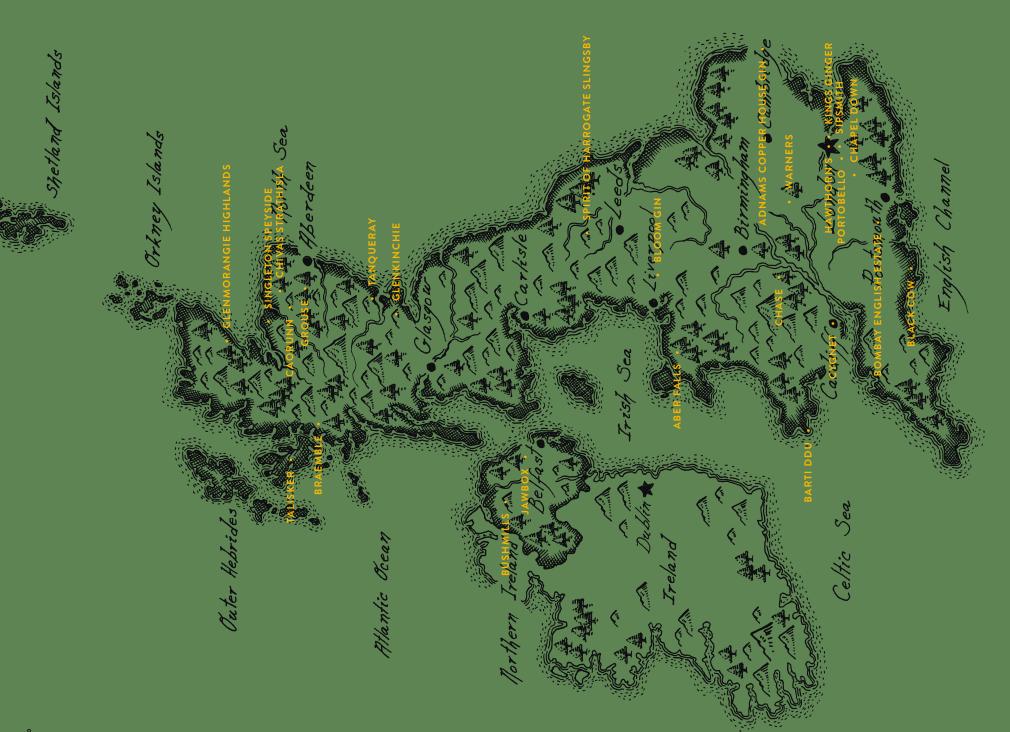
Scotland, meanwhile, is an obvious starting point for anyone looking to stock serious spirits. Look for balance and approachable malts like the Singleton range, deliver a little more intrigue from the islands with Lagavulin, or combine the two in the beautiful blends of Johnnie Walker. The variety and depth of quality in malts and blends here makes for an almost overwhelming selection. The key is to try and fine tune, but there's also a lot of fun to be had in your research.

Gin needs no introduction, and while the Dutch claim credit for the first commercial incarnations, and production is now very global, there can be no denying this is a British spirit. North, east, south and west all present exceptional qualities; in this magazine alone you'll find a collection to rival the best.

Vodka is another easy win for lovers of local with Chase out West in Herefordshire, boasting a brilliant range of farm to bottle spirits, or Black Cow in Dorset, using the milk from its dairy as a surprising source.

When it comes to lifting drinks with a drop of something interesting, liqueurs are a necessity, and the UK's fantastic natural resources provide the crucial ingredients in a growing arm of exponents. Braemble, for example, selects wild Scottish hedgerow berries to present the perfect addition to a Bramble cooktail – and rather than neutral grain spirit, even uses a London dry gin base for good measure.

BEST OF BRITAIN BEST OF BRITAIN



Sheffield is emerging as a pioneering city when it comes to spirits and cocktails, largely thanks to the work of the Rockingham Group. The company behind bars like The Great Gatsby and Daisy's, and Picture House Social, has revolutionised the scene in this city, and discerning drinking is now firmly on the menu. In its more recent award-winning venture, Public, the group has also proved a dab (well washed) hand at design, converting a public toilet into a bar.

A strong relationship with the council allowed the group to transform the unlikely space into a venue that earned the Observer Food Monthly Best Place to Drink Award in 2018. Here general manager Jack Wakelin tells us about the success of Public, Sheffield, and indeed the north, while giving us some insights into menu design and drink selection.

Sheffield's independent scene is growing so fast, we have a very strong coffee and beer community in Sheffield, which has now started to have a knock-on effect to both food and cocktails within the city. Once one bar starts to do well it then kicks on other bars. We've got a couple of really strong venues setting standards for the North, and not just Sheffield – something you couldn't really say five years ago.

It's important that we understand the customers are better educated than ever.

This means expectations are high, and the bar needs to match that; the menu in a bar is part of this experience, and our latest at Public is a perfect example of meeting these expectations.

For a start we make the menu easy to navigate, and split it into fun plays on the name Public. This helps customers decipher what style drink they are after. One section, "Public Awareness" is based around sustainability, where we maximise waste products' potential within the bar – reusing waste citrus, spent coffee, stale bread, rotten bananas and end cuts of charcuterie – and this is something you'll notice more bars aiming to achieve. We also use zero citrus on our menu, to reduce our carbon footprint – replacing with infused vinegars or a mix of acids.

When we put the menu together, we wanted our cocktails to be very elegant, with no bells or whistles, so letting the drink shine. No fancy garnishes or waste in fruit, so garnishes are hydrosols which we spray onto our branded ices. I hope this stands the test of time and still looks great in 20 years' time.

Long gone are the days of long, overly sweet drinks, and a city like Sheffield has eclectic tastes, so even knowing our customers as we do, it's tough for any bar to identify a cocktail you know will be the favourite. Public's menu has really surprised me, there's no stand out favourite, and when you compile a menu you should try to think about this. For example, some of our best sellers include scotch and mezcal: in fact agave spirits are doing well in Sheffield. My friend Joe has just opened Piña, a mezcaleria, so it's great to see people drinking and asking for mezcal. Meanwhile, at Public, the Queen of Jalisco is popular, it's a drink I based on a dessert I had at Tommy Banks' restaurant The Black Swan in Oldstead, and combines teguila, lovage, chicory and hazelnut: so savoury but super moreish. It's a staff favourite, and this tends to grab the customer interest, which is where the bartender comes in. You need to have confidence in a drink you put on the menu, sell it to the customer; you'll be surprised by what can work, and once the customer has one Queen of Jalisco, they order another.

Elsewhere, we've seen success with low-ABV cocktails; they also need to make their way onto more menus. One of our drinks is our "Highball", a blend of our scotch on site, paired with burnt hay and topped with soda.

But it's not just about the drink any more: it's about the overall experience. At Public we aim to make it fun and approachable; the bar is underground, but we wanted to get away from a stereotypical speakeasy – that dark, candle-lit bar where you're forced to drink a stirred-down whisky drink.

Going back to that crucial consideration of sustainability for example, this goes beyond a certain brand or drink brought to life in a menu. It's a conversation on everyone's lips, customer and bartender; you need to bring elements like this into the bar, because its importance will only increase.

Finally, there's training. We did six development sessions with the team to make sure we were completely happy with every element of every drink on our menu. The UK bar scene is probably the strongest it's ever been and to stand out you need to set high standards, and no matter how great your design and menu is, you must get this right for the complete experience. Staff training is key to this process for us, and training is always on offer.

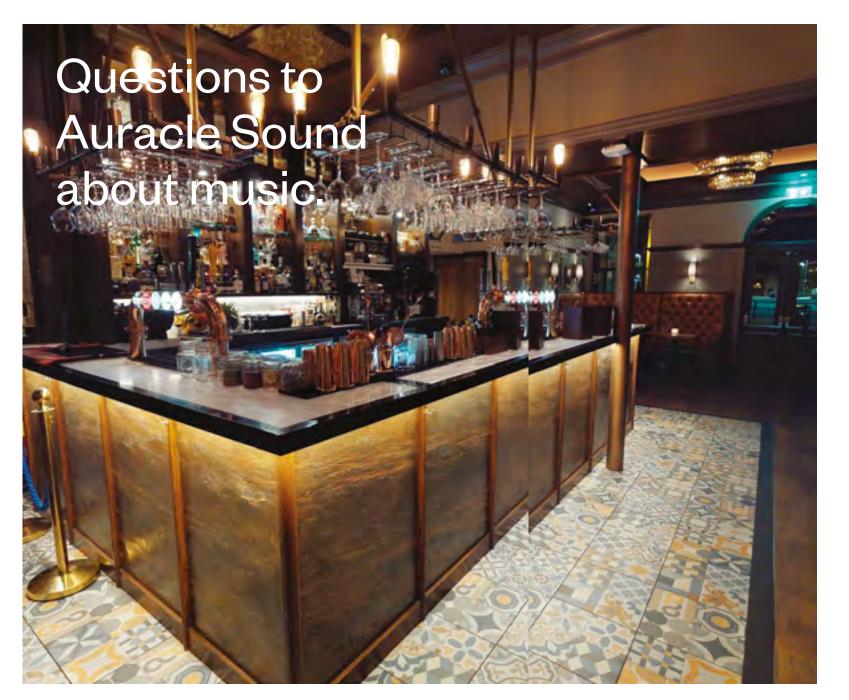


WHITE CHOCOLATE
WASHED TANQUERAY
10, WHITE CACAO,
FINO SHERRY AND
ROSE WATER.





BEST OF BRITAIN AURACLE SOUND AURACLE SOUND BEST OF BRITAIN



Firstly, what service does Auracle Sound provide for pubs and bars?

Auracle Sound provides a commercially licensed music streaming service for UK businesses in the retail, leisure and hospitality sectors

Why is music important to a bar/pub?

Music forms an important part of the ambience of any business, alongside heating, lighting, interior design and product placement.

What are the factors of the bar taken into consideration by your music consultants?

Our music consultants start by talking to the owners of the business and their marketing team to establish the brand identity. From there, our consultants will translate this into a sonic identity. This profiling, audio branding and music provision process can take several weeks to create a playlist or series of playlists that represent the brand's core values and is congruent with their premises.

Theme, colour, design, price etc..?

Bar factors taken into consideration are the decor, food, drink, and theming, lighting, furniture and any other ambient influence, including socio-economic grouping, geographic location, and customer profile.

What are the elements that influence the creation of a playlist?

Playlists are created to appeal to the core audience, music zone, and time of day.

BEST OF BRITAIN AURACLE SOUND AURACLE SOUND BEST OF BRITAIN



Have you investigated whether different styles of music suit different drinking occasions?

Several psychology experiments have been done showing the cross-modal influence of sound on your other senses: how it can overpower what you see and taste. This is exemplified by how music can affect buying patterns, dwell time and traffic flow at your business.

Can music affect the perception of flavours when drinking? I stumbled across this from a wine brand – have you got any similar insight?

www.distilleduk.com/music

There are similar experiments that have been done around the world, the most comprehensive by Professor Charles Spence at Oxford University, who has shown how music volume, tempo, and style can increase drinking quantity and speed – as written into Hard Rock Cafe's corporate strategy. Furthermore, he has cited experiments showing how the colour and shape of tableware, the weight of cutlery, and the thickness of cups can all affect taste and perception of food. From a musical perspective, high-pitched sounds can increase sweetness, whereas deep tonal sounds can increase the umami taste.

Could you tailor playlists to different spirits? For example, how would a playlist differ in a whisky bar from that of a tequila bar?

Similar experiential immersive tastings have shown that whisky tasting in a room which has been themed to green grass can bring out the grassy notes in the spirit.

And repeat the same effects for woody, smoky flavours. There are several factors that would come into play in a whisky bar or a tequila bar, based on clientele, theme. location, and bar menu. But a playlist in a whisky bar would centre on a tempo and tonal range that increased dwell time, enhanced flavours and at times increased drinking. A tequila bar could have a lot of fun expanding on the theme of Mexico and upbeat Latin music to raise the atmosphere, traffic flow and exuberance of such and spirit and culture.

Is there any evidence to show that certain types of music make people drink faster/ slower? Pay more for their drink?

Yes – as above, Hard Rock Cafe have written a musical agenda into their strategy. Research has shown that rock music at loud volumes increased a stress response that meant a propensity to drink sugary liquids like beer twice as fast, and leave.

Are there any styles of music that bars should definitely

avoid? Bars should avoid discordant music or anything that encroaches too much on conversation. There is a trend from New York for music to get louder and louder in buzzing bars. But this could backfire, as excessive noise can be detrimental to your business and your customers' experience. Loud noise can mask flavours of drinks as it is distracting for the brain. Increased tempo can make people move too quickly, drinking up and leaving sooner.

What advice would you give to bars with regards to volume?

I would advise unobtrusive background volume throughout the day, picking up the tempo and volume slightly during busier periods.

Where should bars/pubs place speakers? Speakers should

be equally spaced around the room, with subwoofer support so that the music is balanced; finally, it should be connected to the amplifier and fire alarm to be compliant. There is a growing trend toward domestic audio products like wireless speakers, which are not as well suited as professional amplifiers, hardwired IP receiver units and commercially designed equipment made for long-term playback.

Do different styles of music create different moods?

Undoubtedly, not only do they create different moods but they can affect perception of a bar, the spend, and length of stay. Classical music has been shown to increase wine spend in certain cases, for example.

Should bars have the same playlist every day? No. as this

repetition will lower staff morale and put off regular customers. Our systems shuffle daily to create a spontaneous soundtrack each day, giving the staff a fresh impression of the work environment and customers a unique atmosphere.

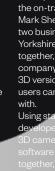
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Next time you're online, rather than looking at your ex on Facebook or sharing footage of a dog on a skateboard, why not have a quick browse of bar industry websites?

It's surprising what comes up – or, rather, what doesn't. Ranging from cutting edge cocktail bars to "mainstream" multiple operators, the online experience offered was surprisingly standard: an image gallery, an option to book a table alongside opening times, perhaps some menus and promotions, quite a few barely updated blogs and some shocking spelling mistakes. What struck us, as we zipped our anoraks right up to the top, was how few websites were equipped to provide an increasingly digitally-savvy customer with an experience that they now expect. It was all a little one-dimensional and not one site successfully supplied curious customers with a genuine look and feel of the venue.

It's a blind-spot in the bar industry that has been identified by a British entrepreneurial duo who are quite literally adding a new dimension to the on-trade's online experience. Mark Shepherd and Rob Wilyman, two business-savvy buddies from Yorkshire who met playing rugby together, have set up Apollo3D – a company that cleverly creates a 3D version of a pub or a bar that users can explore and fully interact with

Using state-of-the-art technology developed in America, involving 3D cameras and scanners and software to digitally dovetail it all together, Apollo3D can capture real life in ultra-HD coupled with precise measurements, which allows potential punters to embark on a 3D virtual tour of a venue – and no-one needs to put on a pair of special plastic specs.



BEST OF BRITAIN APOLLO 3D APOLLO 3D BEST OF BRITAIN

"Everything a venue has to offer can be presented within a single 'virtual visit," said Mark. "Many people are sceptical of images that are shown on a website - as they are often edited to make things look bigger or better. The 3D shows the complete truth of a venue. People appreciate the honesty and [this] allows customers to interact with your business in a new and innovative way."

immersive experience allows ore inside and outside r, spin it around and turn it upside down as well as (and here's the good bit) discover interactive "hotspots" on the journey. These hotspots, which can be anything from videos and images to bespoke events, cocktails and menus, can also feature branded or sponsored content. Crucially, the hotspots also keep customers on the website for longer, which, in turn, helps improve a venue's SEO ranking organically through increased visits and longer dwell times.

"Hotspots can give a visitor a flavour of the atmosphere before arriving," added Rob. "We also hotspot to all the venue's social media platforms from within the 3D and create 'teaser videos' that grab attention on social media, and in turn encourage the click-through to the 3D."

In addition to this, the individual 360-degree images of the bar are also incorporated into Google Street View & Maps – which is hugely beneficial to bars and has so far resulted in more than 2m views of these images so far. As well as a number of Stonegate and Greene King pubs, Apollo3D has worked with The Ticket Office in Ilkley, Yorkshire – owned by Twisted Bars. "The feedback has

been brilliant," said Adam Lewis, director of Twisted Bars. "It's interactive; viewers get to view the site as a customer would see it and it has really wowed our customers," he added. "We have used the hotspots to promote cocktail masterolasses and our function room, and it's a social tool as well – people love to share where they are and what they're doing."

To encourage interaction with the 3D experience, bars can create 'teaser videos' that grab attention on social media, and in turn encourage click-through. What's more, as it's possible to provide links to open at any location within the 3D journey, the hotspots offer bars the opportunity to "sell" hotspots to brands or businesses they're working with.

For example, the Ye Olde Cock Tavern in Holborn teamed-up with a shuffleboard company to promote their sawdust-strewn American bar game by creating an online video linked to a hotspot on their 3D map.

3dshowcases.co.uk/cocktavern

Another benefit delivered by this 3D approach is that it provides vital information for customers with limited mobility – such as number of steps, height of steps, stairway width, toilet facilities, etc. These are details that are often overlooked by outlets, and Apollo3D has worked with the Centre for Accessible Environments to ensure maximum inclusion and accessibility for those who have not only mobility issues but also other needs – be they social, cultural or sensory.



BEST OF BRITAIN BRAMBLE BEST OF BRITAIN



Could there be a more British invention than the Bramble cocktail? Probably. The cat's eye proved a pretty British invention: Percy Shaw devised it in 1933 when driving home from the pub on a foggy night and saw the reflection of his headlights in the eyes of a cat. That's quite a British chain of events. Meanwhile, Brit Peter Hobbs invented the automatic kettle, and when considering UK hot drinks enthusiasts consume around 60 billion cups a year, that's arguably the most British invention of all time. But if we ignore the hyperbole, certainly the time that in the Brankle in the thought in the Brankle in the proposed the positioned.

A bartending legend, Dick invented the drink at Fred's Club in the 1980s, and it would feature at Dick's Bar at the Atlantic and The Lonsdale, in London, before making its way onto most reputable menus in bars around the world. With gin at its base, the lineage of the creation might be taken back to a sling, a simple style of drink dating back to the late 18th century, then a spin off from the punches that preceded it back in the 1600s

The sling family includes drinks like the julep, gimlet and, most importantly for the Bramble, the sour, which went on to inspire the margarita

and daiquiri. The sour can be seen as the inspiration for the Bramble, since it is, in essence a simple mix of spirit, lemon juice and sugar. These components are apparent in Dick's drink, but what sets his modern classic apart is so simple it should inspire any budding bartender. It is merely the presence of the core ingredient, fresh blackberries. The very British berries are represented through the crème de mûre, which gives the cocktail its eye-catching streak of purple, and a fresh blackberry as a garnish. They also lend the drink its name, as taken from the bramble on which they grow.

t's a phenomenal achievement to create a modern classic, and sometimes a simple experiment with a classic serve can deliver something fresh and modern enough to make your drink a global success. It helped that Dick is accepted as a pioneer of the British bar scene.

IXGREDIEXTS

Glace: rooke

ıb mı sugar syrup

50 ml gin

15 ml crème de mûre

Crushedica

Fresh blackberry, to garnish

Lemon wedge, to garnish

METHOD

Shake lemon juice, sugar syrup and gin over ice, strain into a rocks glass filled with crushed ice, lace the top with crème de mûre. Garnish with a fresh blackberry and a wedge of lemon.



This gin liqueur was created as a collaboration between Mike Aikman and Jason Scott, the geniuses behind the world-beating Bramble Cocktail Bar in Edinburgh, and fellow Scot, gin enthusiast and industry favourite Craig Harper. To say it works in perfect union with a Bramble is an understatement when you consider that background, but it does. The quality of flavour and the care behind the crafting of it will enable you to make one of the best incarnations of this classic cocktail.

BEST OF BRITAIN WESTERN FRONTIERS

BEST OF BRITAIN

When it comes to opening a bar, you'd do well to learn a few lessons from Louis Lewis-Smith, since the managing director of the Wild West group of bars sets something of a standard – an exceptionally high bar, so to speak. Having worked in bars and as a global ambassador with brands like Hendrick's and Sailor Jerry's, he was well placed to take the step into his own place, and he hasn't disappointed. When we visited his Dark Horse bar in Bath recently, we had what can only be described as one of the best bar experiences of our lives. If any bar is to be considered one of the best in the world, many elements must function in unison, including the customer's attitude, so it's not an easy task. From drinks and food to ambience and, crucially, service, the obvious core functions of any great bar need to be consistently delivered without fault. Louis has achieved this. He was busy building his second bar -Crying Wolf in Bristol – when we ventured in, and judging by the fanfare, he has applied the same values to the new venue.

His success has resulted in a global appreciation for bars in Sheffield, a region that was already rich in quality spirits-led establishments. Meeting the core expectations of your bar sounds obvious, but maintaining these ambitions is far from simple, so Louis stands out for this achievement; but under the surface there is also an extraordinary level of detail that has gone into his projects. From spirits selection to bespoke musical playlists and bar design created with some of the best local craftsmen, every aspect of his creation has been painstakingly considered and engineered. Here he tells us more about what matters to him in his bars, the types of drinks his customers are enjoying and why it is he loves the UK's West Country.

Why did you open bars in this region?

The West has been rising for some time now, especially in Bristol where Hausbar absolutely set the bar over ten years ago, and it's been followed by a series of great operators and great bartenders. Bath was a little further behind, and needed dragging into the 21st century a little more, but both cities have some great talent and some brilliant, brilliant people. Keep an eye on Cardiff too – great things happening there. I am besotted with the West Country. It's home. It's the most beautiful place in the world right now.

Are you surprised by how much the consumer knows today versus the early days of your career?

Not surprised, no, because I worked in brands for 10 years, and education of consumers was always a high priority. Unfortunately, with both trade and consumers there's a negative side-effect of education being led by brands, and people buy into a lot of the marketing nonsense that's peddled. It's sometimes hard to wade through what's real and what's not, but overall, guests are now buying better drinks, and that's fantastic. Young people now are far more health conscious in what they're consuming, and that's great too. God, I wish we'd been just a little bit more like that. That said, I hope the low-ABV & healthy living trend doesn't totally kill off the fun that drinking brings and the many fantastic mistakes that come with it.

What is the most popular drinks (spirits and cocktail) order in your bars?

We change our menus seasonally so we can keep using fresh and local as much as possible, so that changes all the time. There are always a couple on each menu that shine a little brighter than others, and you can usually predict which they'll be by base spirit, so gin and something light and fruity is there, but the big old boozy whisky and rum numbers are never far behind. Of our staple classics, our rum espresso made with our own blended and spiced rum is our biggest seller. It's delicious, which might be why. Interestingly, since opening

Orying Wolf we've seen different drinks selling more than others across Bristol and Bath; it seems Bristolians, having had a few years of conditioning in prohibition-esque bars, are a little more adventurous with chartreuse, vermouth, absinthe etc., and are generally a little less scared to venture towards the exotic. It's early days at the Bristol site, but it's fascinating to watch the different trends developing just a few miles apart.

What are the most popular drinks in the West Country region?

I suppose it depends how you want to measure that, but I suspect the result would be disappointing if you went by volume. There's absolutely nothing wrong with cider though - volume of cider consumed per capita is something the West Country can be very proud of. If you're talking about cocktails, I suspect the trends track the same as most of the country - espresso martinis are huge, and the usual suspects like old fashioned and the old stoic not-going-away mojito are still very popular. I'm very happy in our bars to always offer guests what they're after when they want something familiar - we just try and make them the best they've ever had. Most of the time, just using quality spirits and fresh ingredients and a little readjustment if needed is enough to do so.

What does the region bring that is unique to drinks?

Apart from the best cider in the world and one of the highest concentrations of breweries you'll see anywhere for miles around? This is one of the most beautiful, bountiful places in the UK for produce, and there are distilleries, wineries and breweries popping up at a rate. It's a very exciting time for the West Country and it's getting better every day.

BEST OF BRITAIN WESTERN FRONTIERS

How important is it to work with local producers?

It's literally our MO. I started the Wild West Group to bring the produce and products of this part of the world to a wider audience. Our tequila is Mexican and our Champagne French - we're by no means strictly selling local produce but it makes up the lion's share of what we sell. Every one of our beers and ciders is local, and all our house wines (red, white, rosé, sparkling) are English too. The back bar is getting more and more local every day - I'm happy to say we still take everything on merit and there's not a bottle on our bar we don't truly believe in; luckily, we have the benefit of being able to do so with no sacrifice whatsoever of quality, as there are so many fantastic producers around these parts.

What trends do you think your bars will help drive locally, nationally, and internationally?

I want to change people's perceptions of what a bar can be; to show that great design and fastidious detail can stimulate all five senses. offer immaculate standards across the entire guest experience, and still be relaxed and informal... Nah, just kidding - I just want to make nice spaces that people enjoy. Am I supposed to have a clearer goal? I just like making bars. Is that ok as an answer?

Is sustainability high on the agenda?

Yes, but perhaps not in the most traditional sense. By making bars that use local ingredients. and operate efficiently in terms of power usage and wastage, I think we're probably doing far more for the planet than by reusing our lime husks. Don't shoot - that's not meant as a dig - I think it's amazing that there's a new push on sustainability - but I think there's also a few red herrings in there, and a cocktail containing Japanese whiskey and dehydrated fruit with a bamboo straw might be doing a little more harm than we think, versus something sourced locally with fresh produce.

Do you "forage", so to speak?

How very dare you! Opening the Dark Horse. foraging was high on the agenda. It seemed a natural move for a bar focusing on fresh and local produce, but consistency was a big issue, and we canned it for a while. It's now back on the menu, as I think I've found a way to make it work without compromising speed or quality - you'll see what we've done in the current menu...

How important is food in the bar?

It's a MASSIVE part of Crying Wolf's offering, and we'll soon be porting the same menu to The Dark Horse. We're working with Emily Watkins (Fat Duck, Kingham Plough), who oversees our menu of locally-sourced dishes from Bristol and its surrounding hills. We want bar food that's ticking all the boxes of being local, tasty, quick to knock out and still very interesting. We're making our own rarebit recipe all from local producers, and have a killer pork pie – but I'm trying to stay away from the "posh scotch egg" clichés and keep it interesting. She's an unbelievably talented chef and we're just getting started on this bit of the journey, but the future's bright and food is becoming a much bigger focus for Wild West Group this year ... I'VE SAID TOO MUCH!

What spirit is most important on the menu?

The spirit of innovation? No, really, who knows. Unless you're a theme bar, no spirit should really be more prevalent than any other, should it? Tequila's nice, though.

If you had to build a bar from UK materials, how far would you get?

Already did it. Both bars are built in that way. The Dark Horse I build largely myself using local materials, with the help of Luke Saxton, and just took all the shit from my flat and dumped it in there. Crying Wolf is pretty much entirely handmade, down to the light fittings, tables, hardware, bar and so on.

After yours, where else would you recommend in Bristol?

Red Light, Hyde & Co. HMSS. The Green Man and The Hillgrove. Bristol punches way above its weight for great venues, but I'd start there.



LOUIS ON MUSIC: The playlists I create for Crying Wolf and Dark Horse are professionally mixed and mastered by Stew Jackson (Massive Attack, Tom Waits) in Massive Attack's studio in Bristol - where we retune everything out of concert pitch, add binaural beats, and master each playlist to suit the individual room it will be played in.

LOUIS ON DESIGN: Near enough everything has been handmade by local craftsmen. Chris Hopewell (illustrator and video director for Radiohead, Queens of the Stone Age, Father John Misty etc.) has created bespoke designs (as well as the the logo) such as the trees and roots that make up the forest theme. The antler light fixtures are handmade by set designer Holly Jo Beck of Jacknife Studios also. The walls are painted in colours created bespoke for Crying Wolf by Leon Levy. Signage has been hand out from fallen English oak leaves by graphic artist Deathhouse. The downstairs bar furniture has been built entirely from a single naturally-felled oak tree from the New Forest by artisan carpenter Luke Saxton, and the metal handrails were forged by local blacksmith Demian Bellaart, and form the "roots" that lead guests between the two "zones".

LOUIS ON APRONS: The aprons are bespoke, handmade, and all individual. They are made by Bristol designer Molly Mishi May (my sister) whose creations have been featured in fashion publications across the globe, including Vogue. They feature an innovative design to disconnect the lower, cotton part to allow for cleaning, allowing the upper leather section to age naturally, while maintaining cleanliness.

LOUIS ON SCENT: We are currently developing bespoke scents to match the British forest and Celtic underworld theme, to be used in the lobby and bathrooms.

LOUIS ON TOUCH: We have used entirely different materials across the two floors to create an entirely different experience in each. The forged steel handrail "roots" are the only material found in both, as they interconnect the two spaces. The upstairs seating consists of deep, soft, wool-upholstered banquettes; while downstairs is buttoned cowhide and English

oak. The upstairs bar is built upon a fully-sprung floor, and features wet-room drainage for ease of cleaning and improved hygiene. The bar itself is a bespoke design by Louis Eastman and me, made from Krion again for perfect cleanliness. My intention was to buy a potter's wheel and make the bowls for the bar snacks myself, but there is perhaps such a thing as taking things too far. Might still do it, though...

LOUIS ON DRINK: Our drinks menu is compiled by the teams at both The Dark Horse and Crying Wolf, and overseen by Anistatia Miller, Nick Strangeway and me. We have a strong focus on fresh and local produce, with an English-heavy wine list, beers and ciders all from West Country producers, and in-house syrups, shrubs and cordials made from fresh produce. We proudly champion local independent producers wherever possible, and are blessed in this part of the world that we can do so with no compromise of quality. While we go to great lengths in ensuring fastidious detail (such as our bank of four separate, cellar-cooled ice machines in a purpose-built room), our cocktails are simple, unfussy, and tasty, and change seasonally to ensure that we can stick to the "fresh and local" theme all year round.

LOUIS ON STAFF: Of course all the detail in the world doesn't make a great bar - it's the soul and passion, and (as we know so well) the people, that make bars great. We have an incredible team of people here to do the most important job of making every single guest that walks through our doors feel special. The Dark Horse is the highest-rated bar in the world for online customer reviews for exactly that reason - the focus that we put into guest experience trumps literally anything listed above, and I think we do it exceptionally well...

LOCAL LEGEND

FAM celebrates its love of local by providing the capital with a living legacy of the London bar scene. From a drinks menu that celebrates the city's star bar professionals, to walls adorned with images of great bartenders, and a food menu fully engaged with local producers, it combines the creative, modern flair of mixing with a nod to the past and current

golden era of cocktails. FAM proudly stands for 'family' and the staff is a blend of the new faces and established greats like Dre Masso and bar guru Erik Yu. Here Megs Miller, who conceived the idea and is general manager, tells us more about the project.



How would you describe FAM to someone who has never been?

A neighbourhood cocktail bar in the heart of central London

FAM is London slang for community and family – do you think there's currently a greater need for this sense of belonging?

We definitely believe there's a need for inclusiveness and quality time with family and friends. There are a lot of reasons we can feel isolated and alone in the world today, so we want the bar to be the escape from all of that, we want everyone to feel welcome and taken care of.

Tell us about the co-operative element to the business and how staff become partners?

So much of the back of house operations are not shared with the front of house staff in hospitality. You get told to up-sell or get a shift cut short because of the need to save hours, asked to do stocktakes, but there is never an explanation of how the business works. We want all the staff to understand the ins and outs of running a bar. This approach works better

for all parties, if your staff understand and care how profit and loss works you're more likely to get them to promote the bar, upsell products, care about the losses. In return they are learning how to become the next manager or bar owner themselves. The staff become partners by simply working here. Everyone, no matter their position, will be a part of the profit share at FAM. We absolutely think more bars and restaurants should look into doing this!

EVERYONE, NO MATTER THEIR POSITION, WILL BE A PART OF THE PROFIT SHARE AT FAM.



BEST OF BRITAIN LOCAL LEGEND LOCAL LEGEND BEST OF BRITAIN

Was it always your intention to celebrate the legacy of London bartenders?

When discussing what we wanted FAM to be, it felt very natural to create drinks that reflected the London bar scene. Dick Bradsell is very special to all of us and if you look at what he did for the world of cocktails, it felt obvious to pay tribute to him and his style. Dre Masso & Henry Besant were/are very much part of this London legacy and cocktail style. We also honour them by adorning our walls with photos of them, their friends and family, and by creating cocktails in their style.

Do you think bartenders get the acknowledgement they deserve?

I think more and more hospitality is becoming a widely respected career path. With everyone from celebrity chefs to guests ordering modern classics like the Espresso martini, Penicillin and Tommy's margarita by name all over the world, shows that what we do is becoming more respected each day.

Is there an over-arching approach to the drinks/cocktail menu?

Our cocktail style is in reflection of the legends of the London bar industry, Dick Bradsell, Alex Turner, Douglas Ankrah, Henry Besant, Mark Ridgwell, Jake Burger and Dre Masso. If you look at their style of drinks, they were fun, accessible and used quality ingredients. We wanted our style of cocktails to be re-creatable & approachable using fresh local ingredients and brands we believe in

You've spent time in Columbia, has this influenced FAM in any way?

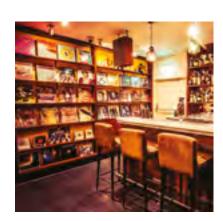
Yes, 100% it has. Everywhere you travel and every person you meet you learn from. Colombian hospitality is bright, friendly and honest. Also, they don't have a lot of the products we have access to here in the UK, so they are quite creative with mixing products to obtain a similar flavour profiles in classic cocktails. It reminds you to be more creative with what you source on the doorstep, then to always reach for the fancy imported product.

It seems to be focused on fun – do you think the bar scene in the UK needs to re-capture that sense of fun?

One of my favourite people, Phil Bayly told me years ago at his bar Café Pacifico in Sydney that he had never had a fight or had to kick anyone out. And this was because he had one rule, "Have as much fun as you want as long as your fun doesn't hurt someone else's fun". That has always stayed with me and I think it's a good rule for life and especially in a bar. Bars should be fun, relaxing and an all-round good time. I think that there are many bars in the UK that are lots of fun! And yes, there are some that can come across more serious, however they can be fun in their own realm as long there is an overall welcoming sense of hospitality.

How and why did you choose the materials and furniture?

I had the the help of FAM members Zoë van der Grinten and Dre and wanted to create a warm and welcoming feel. This starts with a natural colour palate on the walls of burnt orange, mustard yellow and creams paired with dark woodwork though-out the venue. The sage banquets continue this with and we have rescued leather bar stools that we picked up from Sunbury antique markets. The rest of the interior design accents, like the frames of our FAMily & friends photos, the pendant lights, the hooks, were also all pre-loved items.





How does FAM reflect its London surroundings?

We believe that what makes London, London, is that it's a cultural melting pot and so is our team at FAM. We come from Canada, US, Trinidad, Colombia, Australia, Hong Kong, Scotland and England.

What is the approach to food?

There are a lot of restaurants in this area and not many cocktail bars. We want to be the neighbourhood cocktail bar and not compete with the restaurants. With that said we will always have tasty, comfort food and twists on classic bar snacks.

Music – is it an important element of FAM?

Yes, it is a very important element. The music in a bar can very much control the feel of the venue. Going with feel-good vinyl quickly lets you know the kind of time we want our guests to have at FAM. There's "good time" vinyl adorning the shelves and guests can flip through it, choose what album they want to play, and we cue up the records. It's very fun and interactive. A way for the guest to become part of the atmosphere. Our entire system (turntable, speakers, amps, etc.) were recused from Audio International Recording Studios near us, just behind Baker St. It is all between 40-50 years old. The sound really makes the space feel warm which we don't feel we would have had the same effect if we had gone with digital.



Is the art of hospitality a British staple in bars? It should be, it's in the title of the hospitality trade, which is why, no matter how innovative Monica Berg is, she still holds it as a central tenet of tending bar.

Monica is one of the most pioneering bar professionals working in the UK today. A native of Oslo, she has served in venues across the planet, but this year has opened her own, highly acclaimed bar, Tayer + Elementary, in London, with the equally well-travelled Alex Kratena. Along with a multiaward-winning pedigree, the pair have introduced a host of international influences to the British bar, so we set about discovering how Monica's global experiences - and the trends she has encountered abroad - can shape bars in the UK. Taver + Elementary is likely to become one of the most talked about British bars in 2019, and yet its global background proves all spirits have a role, and all professionals need to look beyond the front door for ideas. Having said as much, it was telling that Monica started by revealing how the need to deliver sterling service is elementary.

THE ULTIMATE BARTENDER

What originally drew me to bartending is the same thing that keeps me in the industry today: working with people. I'm not kind of person who could ever handle the responsibility of being a caretaker like a nurse or teacher, but I do genuinely enjoy taking care of people, and most importantly, contributing to people's happiness. When you work in hospitality, although your tasks are the same every day, the fact that you deal with people on all fronts makes each day different.

But after this, perhaps the most important skill I brought from Norway was multitasking. I've always worked in places where you need to be more than just one thing – you make cocktails in the evening, but still sit through budget meetings in the morning. You create new cocktails, but also need to learn how to cost them. Being forced to know a little bit about everything is always worthwhile; it gives you a fuller understanding of the big picture.

BEST OF BRITAIN HOSPITABLE HOSPITABLE BEST OF BRITAIN

GLOBETROTTING

The modern bartender is not confined to the bar, but increasingly exploring new fields such as distilling, entrepreneurship, business ownership, design and so on. These practices are happening all over the world. There are a lot of fresh techniques in Lima for example, where Luis Flores at Amaz and Malabar is a pioneer in working with Amazonian ingredients and has one of the best palates I've ever encountered! Copenhagen is a driving force for all things culinary; Empirical, for example, is a distillery and fermentation workshop where they are really forging the path for the future of spirits. I love going to Russia because of the community there, the bar scene is making its mark globally. And in Sydney there are places like Scout Sydney and the Maybe bars that I've yet to visit but are high on the list.

You always take away something from an experience, be it positive or negative. There are so many international elements that will influence our bar in the UK – from choosing bar stools and toilets, to bar stations and kitchen ventilation. If I had to choose three key places of influence, I would say NoMad in NYC for their hospitality and efficiency, Credo in Trondheim for awareness and closed loop thinking, and Elyx Mansion in LA for attention to detail.

Our industry is such a global one, so techniques travel back to Britain very fast, but to be ahead in your business you need to look beyond bartending. For our new bar, we have worked very closely with our designers, particularly for our new stations where we've applied a lot of untraditional tools to improve the way we work. Virtual reality have been very important in this: we could "work" behind the bar at our station in VR, which helped us to make small, but very important, improvements to the design before production. This will make a big difference during service.



HYBRIDS

Our new bar in London is an all-day venue, and Elementary is open for lunch. Here we focus on seasonal drinks, bottomless coffee and tasty snacks – and really aim to be a part of the local community. In Tayër, the focus is a bit more experimental and higher end, with flavour dictating everything. This is not the bar you visit to drink your favourite classic cocktail or beer, but the place you go when you want to try something new and interesting.

From a business point of view, this hybrid approach is now a necessity. In large cities like London, where property is so expensive and competitive, there is just no way around it anymore. But as an industry we have always thought about what else we should offer beyond a cocktail. If you go to a good pub, they will have a good selection of beers and wine, most likely nice food and a decent selection of spirits and drinks – and we almost take this for granted. In the business of serving food and drinks to people, it makes sense to have as much selection as possible (within reason of course) to increase the potential revenue.



In general, the global influences have left me a big fan of spirts that reflect the ecology and culture they represent, whether it's aquavit from Norway, pisco from Peru or cachaça from Brazil. We often forget the steps of spirits-making that happen in the fields, but I think it is important to remember the farmer's role.

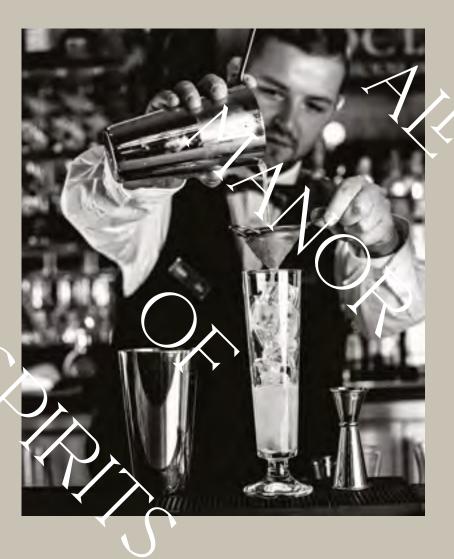
I love innovation as much as the next person, but at the same time I also enjoy working with the tried and tested methods of developing flavour. Fermentation is always a big one for me – I'm a sucker for acidity, so I can't see that changing any time soon. I love working with seaweeds, and also grisetaredokke (Norwegian name, not sure of the English) – which technically is not a seaweed, but it grows in symbiosis with kelp – and is often referred to as "sea truffle" for its similar aroma and flavour. Generally, I incorporate a lot of "kitchen" prep methods into my drinks, as I like to see how ingredients can be manipulated and transformed by applying different techniques.

Is the customer confused by some of the concepts driven by the best bartenders? I think that is the case sometimes, yes. But to be completely honest, I can get confused by some of the concepts driven by the "best" bartenders. It's all part of growing up as an industry. Right now, we are entering a stage where spirits and cocktails are becoming more mainstream, in the sense that more people drink them and are interested, so it's only natural that we want to impress them. So often we are thought of as the "black sheep" of hospitality, because bartenders - unlike chefs - are not doing the "important work", like feeding people, so when we finally have a chance, we want to showcase all the work that goes into making drinks. I just think we to translate our hard work into a language that our guests can understand and appreciate when going out for a drink.



BEST OF BRITAIN

ALL MANOR OF SPIRITS



The Manor View Hotels group successfully balances the challenge of offering spirits in a variety of different bars, but manages to retain a British – and indeed Scottish – heritage. Susan Spence, group procurement manager, explains here how they strike the right balance and how gin and whisky are, perhaps unsurprisingly, the spirits of choice regardless of the venue.

As with any bar, having the right selection of spirits on offer is very important to us. Because of the nature of our business, premium products are more often requested, and we've noticed how our clientele are becoming more brandaware when ordering at our bars.

But we need to approach things differently from a standalone bar, because we operate extremely different venues, ranging from boutique hotels to nightclubs. We have a main product line and our signature serves and cocktails, but anyone who operates more than one establishment must understand the need to match your offer depending on the site.

Whatever the venue, there are a collection of core values that are essential in our business. For a start, we are led by our customers, and our teams strive to lead the way and where possible become trendsetters. It helps that we can order on request any of the products we do not stock at any of our venues. We have an in-house app where suggestions, training and team rewards are shared to constantly keep this at the forefront of everyone's minds. And it helps that our suppliers offer excellent training programs, which we reinforce with regular weekly training. We pride ourselves on our team having the confidence to speak to the customers about our product lines.



ALL MANOR OF SPIRITS





We use all this training and support to put our menus together in a collaborative way. We have central support to assist our managers, and this is really important: it allows them to meet requirements on brands and have the perfect balance for our customers.

With all that in mind, we can look at the bars individually and as a whole; which is why I can say that, as a category, gin is our most important spirit at the moment. Our customers expect a gin goblet and the perfect serve. Pink gin is now an offering on every speed rail and is our fastest-growing product. We work closely with local gin suppliers, including Edinburgh Gin, and have them within this category. We want to be part of the local community and work with local businesses whenever we can.

And as a Scottish company hosting international guests, whisky is crucial across our venues, as is the approach to having the right variety. As you might expect of a company with venues in Scotland, we are fortunate to have some awardwinning distilleries around us. With support, we visit the distillery, educate the team. We are very proud of our heritage and give it special attention in our menus.

But although we're very proud of our local offerings, we always have an eye on the spirits that have a more global reach. As an example, Tequila Rose is a very popular at all our venues – it's a product that seems to suit most of our clients.

To raise the profile of these spirits we work with menus and the kitchen, and we offer bespoke evenings including whisky and gin taster menus. And cocktails are vital in all our bars; this is an area we have continuously improved. It is essential we have a cocktail selection that can be tailored to each venue, and again, we use that great relationship we have established with our suppliers, and they support us to bring this to life. Every serve is garnished and made to stand out in its own right.

Spirits are essential in the business.

Our customers must be presented with the perfect pour of each spirit, and we mystery shop to ensure this standard is maintained.



ABER FALLS ORANGE MARMALADE AND RHUBARB AND GINGER

ABER FALLS: ORANGE AND MARMALADE. AND RHUBARB AND GINGER GIN

41.3% ABV

ENGLAND

£17.58

PFR 70CI

GIN

MULE & GIN O'CLOCK

Not content with having a clear contempt for vowels, the village of Abergwyngregyn in Wales is home to the Aber Falls distillery purveyors of some rather tidy gins and, if you can wait till 2020, some wonderful Welsh whisky.

Situated at the foot of the famous Aber Falls waterfall (Rhaeadr Fawr). on the edge of Snowdonia National Park, the distillery was opened in 2017 in a building that, previously back in the 19th century, had been a slate works. During the world wars, it was a margarine factory before being used, more recently, as a drinks wholesaler depot for Halewood International.

One of only a handful of businesses in the village, the Aber Falls distillery has placed itself deliberately at the heart of the local community and, since its inception, has established strong links and partnerships with fellow Welsh businesses such as Surf Snowdonia - the aim being to enhance sustainability and improve both the local economy and tourism trade.

When Halewood restored the building, installing two large copper pot stills (named Golchi & Gwirod), a 5.000-litre wash still and a 3,600-litre spirit still, it was the first new distillery in North Wales since the early 1900s. While the initial long-term vision was for a Welsh whisky (the first batch is due for release in 2020), Aber Falls has impressed hugely with its range of award-winning Welsh gins crafted using Welsh-inspired botanicals.

Its core Welsh Dry Gin, which scooped a Gold Medal at the prestigious San Francisco World Spirits Competition, is a London Dry-style spirit infused with classic gin botanicals. Packaged in a handsome looking tapered bottle, it expresses its origins by using Welsh spring water that has cascaded down from the Snowdonia Mountains and Welsh malted barley sourced from local farmers.

Aber Falls has broadened its range with the addition of two flavoured variants - "Orange Marmalade" and "Rhubarb & Ginger". The Tropical

Glasshouse at the Treborth Botanic Gardens, situated just ten miles away, was the inspiration behind the marmalade gin - a finely balanced fruity gin that builds on its traditional juniper-led profile with sun-kissed citrus tones and balanced bitter orange notes. A silver medal winner at last year's San Francisco World Spirits Competition, Aber Falls Orange Marmalade gin is phenomenal in a Fizz alongside white wine and soda water; and dovetails brilliantly with Darjeeling Tea Cordial (20ml), fresh lemon juice (25ml) and soda water in a 'G & Tea'

In Aber falls' other flavoured expression, the classic combination of rhubarb and ginger is showcased in style by a spirit that balances the tart fruit with the warm, fiery finish of the spice. One to reach for when designing dessert drinks or looking to coax sweet-leaning consumers into the gin category, Aber Falls Rhubarb & Ginger also make a marvellous and seriously simple twist on the Mule.





RHUBARB & GINGER MULE

50 ML ABER FALLS RHUBARB & GINGER

125ML GINGER ALE

CUBED ICE

ORANGE WHEEL GARNISH

- 1. FILL A BALLOON GLASS WITH ICE
- ADD GIN
- 3. GENTLY STIR TO COMBINE AND THEN GARNISH



BEST OF BRITAIN



GIN O'CLOCK

50 ML ABER FALLS ORANGE MARMALADE GIN

25 ML FRESH LEMON JUICE

25 ML FRESH ORANGE JUICE

10 ML SUGAR SYRUP

60 ML SODA WATER

ORANGE AND LEMON

HALF MOONS

- 1. BUILD INGREDIENTS INTO BALLOON GLASS AND STIR
- 2. SERVE WITH LONG STRAWS

BOMBAY SAPPHIRE: ENGLISH ESTATE

41% ABV

ENGLAND

£17.99

PER 70CL

GIN

SECRET ENGLISH GARDEN

It's easy to forget that the current "ginaissance" we're all enjoying didn't happen overnight – it's been more than 30 years in the making.

Back in the late 1980s, when gin sales were flatlining, a brand from the 1960s called "Bombay Dry Gin" was given a daring premium makeover by the marketing minds behind Absolut Vodka. With its exotic blue bottle, inspired by the "Star of Bombay" Sapphire, the new look and taste thumbed its nose at the traditional, and rather twee, gin category.

Yet it wasn't until Bacardi bought it in 1998 that Bombay Sapphire really began to fly – it burst through the 1m case barrier in 2000 and, in doing so, rolled out the red carpet for other "boutique" gins to follow suit.

Nearly twenty years later, and despite the profusion of new brands on the market, Bombay Sapphire remains the most popular premium gin in the on-trade, and, amid an increasingly busy back bar of gins, commands with a stamp of reassurance among consumers.

It also continues to benefit from significant investment. Back in 2014, production of Bombay Sapphire was moved from a northern industrial estate to a striking state-of-the-art distillery and visitor centre at Laverstoke Mill, deep in the heart of the Hampshire countryside.

Bombay Sapphire Limited Edition: English Estate, the latest in a list of exclusive expressions that keeps the Bombay Sapphire brand fresh, is a gin designed to capture the "terroir" that surrounds the Laverstoke Mill Distillery.

Distilled using the same iconic pot-still and Carterhead vapour infusion distillation process for which Bombay Sapphire is so renowned, the summery gin

has boosted its citrus-strong botanical line-up with the addition of pennyroyal mint, rosehip and toasted hazelnut – all found right on the doorstep of the distillery and gathered from the hills and hedgerows of Hampshire.

Slightly stronger than the core brand, coming in at 41% ABV, English Estate makes a marvellous martini, delivers a enlivening edge to a gin & tonic with a sprig of mint garnish, and has hazelnut tones that come through splendidly when lengthened by ginger ale and cloudy apple juice.



THE SECRET ENGLISH GARDEN

50 ML BOMBAY SAPPHIRE
LIMITED EDITION: ENGLISH ESTATE

25 ML EAGER CLOUDY APPLE JUICE

75 ML FEVER TREE REFRESHINGLY LIGHT GINGER ALE

1 THINLY SLICED APPLE DISC

1 THINLY SLICED LEMON WHEEL

1 SPRIG OF LEMON THYME

- PLACE THE LEMON WHEEL AND APPLE DISC INTO THE BOTTOM OF A HIGHBALL OR COPA GLASS
- 2. ADD BOMBAY SAPPHIRE LIMITED EDITION: ENGLISH ESTATE GIN AND CLOUDY APPLE JUICE
- SWIRL WELL TO INFUS
- 4. FILL THE GLASS WITH CUBED ICE
- 5. GENTLY STIR/FOLD TO MI
- 6. GARNISH WITH A LEMON THYME SPRIG PLACED INTO THE GLASS



ASON SC

THE BRAEMBLE

24% ABV

SCOTLAND

£17.59

PER 70CL

LIQEUER

BRAEMBLE AND GINGER



A Scottish trio of bar industry icons have bottled their expertise into a phenomenal fruity gin liqueur from Edinburgh.

Mike Aikman and Jason Scott are the bartending brains behind Bramble Bar, the award-winning discerning drinking den and cocktail bar in Edinburgh, which opened in 2006. Regularly - and rightly - rated as one of the top 50 bars in the world, Bramble's bartending alumni have gone on to open equally impressive bars all over the world.

With nearly 20 years' experience behind the stick, the respected duo branched out into brand development with Craig Harper, a well-known industry figure who knows more about gin than is probably healthy.

Together they set out on a selfless notes of the gin. There's beautiful mission to create the finest Bramble liqueur in the world. The result? Braemble (note the alternative spelling): a gin liqueur that blends verdant blackberries with superior London Dry Gin.

Stunningly simple yet amazingly erudite on the palate, this deep purple Scottish twist on crème de mûre opens with an unapologetically evocative fruity aroma - hedgerow blackberry underpinned by dark stone fruit and the classic piny notes

On the palate, it's fruity yet complex. There's a distinct damson flavour with plums and autumnal fruit playing supporting roles, all lifted by the London dry gin's citrus

balance between the tartness and sweetness, with a mouth-fill fruity finish that lingers long.

As well as being the ideal ingredie in the eponymous classic cockta Braemble can also be enjoyed or its own, in a wide range of cockta or with a mixer such as tonic wat or sparkling wine. As for the ic Braemble drinker, they tend to be cocktail-savvy consumers with a well-stocked home bar, who are open to broadening thei drinking horizons v drinks - and willing to put their trust in bartenders.

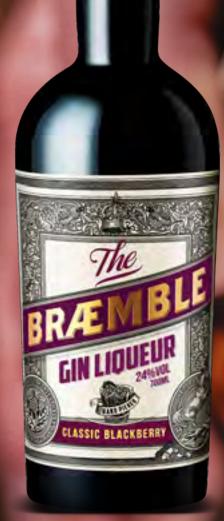


20 ML BRAEMBLE GIN LIQUEUR

100 ML FEVER TREE GINGER ALE

- 1. POUR BRAEMBLE OVER CUBED ICE IN A HIGHBALL GLASS
- 2. CHARGE WITH GINGER ALE AND GARNISH WITH A SQUEEZED WEDGE







CAORUNN

41.8% ABV

SCOTLAND

£21.99

PER 70CL

CAORUNN

GIN

MARTINI

To thrive in the acutely competitive gin market, and to convince an increasingly questioning UK consumer, genuine differentiation is invaluable.

Caorunn, pronounced Ka-roon, certainly has that. It's a London Dr gin distilled in Scotland, within the Cairngorm National Park, using Scottish botanicals and distillation equipment previously used to make perfume in Prohibition America.

It's also a quite exceptional gin. It was created ten years ago in an old cask shed on the site of the Balmenach Single Malt Whisky Distillery, one of the oldest whisky distilleries in Speyside – a region renowned as the engine room of Scotch whisky

Whilst working for Balmenach, distiller Simon Buley saw an opportunity to create a gin that combined the incredibly pure Scottish water and the herbs, plants, flowers and shrubs that grew in the surrounds of the distillery.

Serendipity then stepped in. In a quiet corner of the distillery, he discovered an antique still purported to have been used in the production of perfume during the 1920s in America. Called the "Copper Berry Chamber", it struck Buley as a brilliant device to bring out the best in his hotanicals

Consisting of four trays, each tray is filled with all of the eleven botanicals – measured out into specific amounts. In addition to six traditional botanicals such as juniper, coriander and cassia bark, these include specific wild Celtic ingredients such as Rowan Berry (known as Caorunn in Gaelic), bog myrtle, Coul Blush apples, dandelion and heather – although heather is left off the top tray as, during distillation, the heather flowers are so light, they are carried through from the trays below.

Unlike many other London Dry gins, Caorunn doesn't steep its botanicals in spirit. Instead, it uses a vapour infusion method during which the Copper Berry Chambe plays an integral part. Each batch consisting of 1000 litres of wheat grain spirit, is passed through a vaporiser, heated by a steam jacket, and turned into alcohol vapour.

As the alcohol vapour slowly and gently rises up through the perforated copper trays it picks up the flavours of the botanicals while the broader contact with the copper removes unwanted flavours and, it's said, helps create a smoother gin

The aromatics are fresh, floral and incredibly clean in character – crisp pine from the juniper, gentle honey and some slight spice on the nose. On the palate, it's refreshing and rounded, clean and crisp, bold but not too big and finely floral, followed by a finish that is seriously fresh, a little peppery and perfectly dry.

Coming in at 41.8%, it has the structure to support the botanicals within it – which makes it marvellous in a Martini or, indeed, a traditional G&T which the guys at Caorunn suggest you garnish with three slices of red apple – preferably Pink Lady



CAORUNN

BEST OF BRITAIN

BLUSH APPLE MARTINI

50 ML CAORUNN GIN

40 ML PRESSED APPLE JUICE

20 ML LEMON JUICE

10 ML GOMME SYRUP

3 RASPBERRIES

- ADD ALL INGREDIENTS TO A
 COCKTAIL SHAKER; SHAKE AND SERVE
 IN A 5½ OZ COUPETTE
- 2. GARNISH WITH 3 RASPBERRIES ON A SKEWER

OT NOIR GIN

CHAPEL DOWN PINOT NOIR GIN

41.2% ABV

ENGLAND

£24.42

PER 70CL

GIN

KENTISH ROSE

Y

One of the main mantras of the Thinking Drinkers is that one should never be monogamous in your drinking.

No, the path to elbow-bending enlightenment is one of promiscuity - life's too short to be blindly loyal to just one life-enriching liquid. Monogamy should be restricted to your love life and your use of fonts – just pick one and stick to it. Unless, of course, it's Comio Sans. No-one needs to see that.

Anyway, it's a maxim very much shared by the folk at Chapel Down who, not content with being one of England's largest and most successful wineries, are about to open their very own state-of-theart brewery and now shaking things up further in the spirits world.

Blending extensive winemaking expertise with modern distillation techniques, Chapel Down made its first move into spirits back in 2016 with the launch of a deluxe English Grape Brandy. They then followed this up the next year with its first forays into the gin and vodka categories when it launched two expressions ('Bacchus Gin' and 'Chardonnay Vodka') made using the skins of surplus grapes from the previous year's harvest.

In the spring of this year, Chapel Down has unveiled the world's first Pinot Noir gin, made by using the skins of the grapes it grows to make its award-winning sparkling wine. With a wheat spirit at its base, the Pinot Noir grape skins grown in its Tenterden vineyards are distilled before the addition of botanicals specifically chosen to complement the characteristics of the grape.

In addition to juniper, angelica and coriander, the foundation of most gins, Chapel Down's Head Winemaker Josh Donaghay-Spire has also added dried red berries, rosebuds, citrus fruits and rosehip to reflect the Pinot Noir grape.

Acutely aromatic and primed perfectly for a premium pink gin category enjoying phenomenal growth, the latest release from Chapel Down is packaged in the same fine-looking frosted bottle that houses its sibling spirits.





HAWTHORN'S GIN

41% AB

ENGLAND

£14.05

PER 70CL

HAWTHORN'S GIN

GIN

MARINER BAY G&T

"War, huh, yeah. What is it good for? Absolutely nothing. Say it again". No, we haven't got time for all that (there's only 350 words to play with here).

Booze has always been a powerful weapon on the battlefield – since long before the invention of either ether or penicillin, alcohol has been used to boost morale and give soldiers both courage and relief from the wounds of war.

Gin, especially, has seen a lot of combat action. Especially at sea. Gin has a rich nautical history and a strong relationship with the Royal Navy who, back in the 18th century, insisted that every ship should carry a certain amount of gin – as a catalyst for camaraderie and a cure for seafaring sicknesses.

While we associate the rum ration with the crew, naval officers would actually drink gin. In fact, the lime-laced Gimlet cocktail was created by a doctor in the Royal Navy to ward off scurvy, while the classic Gin & Tonic, containing

quinine, prevented malaria. And when mixed with Bitters, to make a Pink Gin, it would help troublesome tummy ouch.

A living liquid legacy of this naval fellowship is Hawthorn's Gin, a spirit inspired by pioneering Royal Navy Commander "Skip" Wallrock, the grandfather of Hawthorn's founder Will Turnage.

During the Second World War, disillusioned with the standard navy-issue rum ration, Skip created an illicit gin using an array of different botanicals foraged from the far reaches of the world in which he dropped anchor.

Having distilled them using a spirit made entirely from English wheat, he secretly smuggled his spirt on board his ship and shared it with his fellow sailors – bringing muchneeded relief from the ravages of war.

And now we can enjoy it too. Because, having tumbled across the recipe in Skip's wartime diaries, his grandson Will has breathed life back into what is, to use his grandfather's phrase, a "damn fine drop."

Hawthorn's Gin, unmistakably a London Dry in style, is distilled from 100% British wheat and ten botanicals in a century-old copper pot still. These include juniper from Macedonia, Bulgarian coriander seeds and orange and lemon peel from Seville.

Zestier and both a little sweeter and smoother than lesser London Dry gins, there's spice and coriander up front, as well as a touch of pepper in the middle which then makes way for a fresh, sweet, yet dry leafy juniper finish.

Oh, and much like Skip, who was decorated several times for his bravery, Hawthorn's has proudly pinned numerous awards to its charts – not least four gold medals at the esteemed San Francisco World Spirits Competition on four consecutive occasions.



MARINER BAY G&T

50 ML HAWTHORN'S GIN

PREMIUM TONIC

SEA SAL

BAY LEA

- WET THE RIM OF A TUMBLER
 GLASS AND ROLL IN SEA SALT
- 2. ADD ICE, HAWTHORN'S GIN AND YOUR FAVOURITE PREMIUM TONIC
- 3. GARNISH WITH A BAY LEAF



HAWTHORN'S GIN

BEST OF BRITAIN

JAWBOX					43% ABV	
JAWBUX					N IRELAND	
£20.58	PER 70CL	GIN	GIN AND G	INGER	Y	

Jawbox is a classic dry gin from Belfast, Northern Ireland. It's distilled just outside the city in a huge country estate stretching over 300 acres and dating back to the 16th century.

The distillery, which claims to be the first to be granted a licence in Northern Ireland for more than 125 years, is surrounded by fields from which the base grain, wheat in this instance, is grown and harvested.

Using water that has also been sourced from the estate, they use traditional copper-pot stills to triple distil a gin that blends together eleven individual botanicals: juniper, grains of paradise, cassia quills, orris root, lemon peel, coriander, angelica root, cubebs, cardamom, liquorice root and black mountain heather.

While the lion's share of these are slowly steeped and boiled in the spirit, the flavours of three of these botanicals are extracted through vapour distillation to safeguard their delicate aromas. They come together to create a juniper-led gin, with a hugely herbaceous, citrusy character that dials down the overly floral notes.

Juniper features strongly on the nose, with a powerful pine aroma layered over a lemon-like base – with coriander coming through at the end. On the palate, there are all the classic dry gin cues with juniper again playing a prominent role alongside peppery notes, angelica root and light liquorice. The finish? Long lingering pine with some juniper freshness.

Designed to sit alongside superior premium gins like Sipsmith and

Hendrick's, it's a straightforward gin that confidently achieves what it has set out to do. But what of its name? Jawbox is the colloquial term for the deep, box-like Belfast sink that is ubiquitous in the homes of both the rich and the poor alike. As well as being used to wash everything from clothes to children, the sinks were the busy hubs of social life in Belfast, places where people would gather to chat and where a lot of craic was heard – much like a pub or bar.

With its classic credentials, Jawbox makes a great G&T and also works refreshingly well as a rum replacement in a mojito. But given that Belfast was the birthplace of ginger ale back in the 1850s, it's rather apt that the preferred "Belfast" serve for Jawbox is a "Gin & Ginger" adorned with a slice of lime.



THE KING'S GINGER

41% ABV

ENGLAND

£15.99

PER 50CL

LIQUEUR

SUMMER CUP

T|

At the time of writing, the nation is waiting, with bated breath, for the arrival of Prince Harry and Meghan Markle's first child.

You cut could cut the national expectation with one of those big swords his granny is always knighting people with. Given that the ex-squaddie Prince Harry sports both a beard and a "barnet" of the "strawberry blond" persuasion, there's every chance that the latest heir to the throne will proudly be flexing the ginger gene too.

So, and note the seamless link here, what better way to celebrate this than with King's Ginger, the hugely adaptable and iconic liqueur from Berry Bros & Rudd, the oldest wine and spirit merchant in Britain – and possibly the world?

Still family-owned, Berry Bros & Rudd were granted their first Royal Warrant back in 1903 by King Edward VII, who, by all accounts, wasn't a conventional king by any means.

As a prince, Edward was a bit of a playboy. He eschewed kissing babies and shaking hands in favour of a more pleasure-seeking lifestyle. Much to the irritation of his mother, Queen Victoria, Edward spent a lot of his time playing golf and shooting animals, he inked up his body with tattoos, bedded mistresses, smoked oigars and lived the good life in the latest fashions – particularly tweed.

Edward also liked driving around his open-top Daimler, which, much to the concern of his Royal Physician, exposed him to the elements. King Edward's cockles needed warming and, at the physician's behest, Berry Bros & Rudd created The King's Ginger – a lavish liqueur laced with spicy ginger root and lemon peel.

Prior to the liqueur being renamed The King's Ginger, it was originally known as Berrys' Ginger Liqueur, and it wasn't made exclusively for royal consumption – Edward VII's discerning drinking subjects could enjoy it too.

It's made just as it's always been. Fresh ginger root, sourced from all over the world, is shredded into small pieces, collected in cotton bags and steeped in water overnight before being soaked in neutral molasses spirit for four weeks at a ratio of 16 grams to one litre.

It's then blended with some sugar and a lemon oil distillate created by steeping lemon oil in water and neutral spirit. The result? A magnificently syrupy and gingery affair, gently fiery with aromas of orange marmalade, honey and lime.

Capable of straddling all the seasons, it's very versatile; superb served on its own or over ice as an after-dinner digestif or as a winter warmer in a hot mulled cider. Equally, during the summer months, lengthen it with tonic and ice for a royally refreshing summer aperitif, or get fruity with this solar-powered, thirst-slaking punch-style serve.



NAKED GROUSE

40% ABV

SCOTLAND

£19.90

PER 70CL

WHISKY

ORANGE SOUR

Y

The story of "Grouse" blended whisky is a prestigious one, dating back to the early 1890s when a blend of Scotch was developed to appeal to those shooting, hunting and fishing in the Highlands – its bottle adorned with a picture of a Red Grouse, penned by his daughter Phillippa, on the bottle.

So popular was this whisky that, in 1905, it was renamed "the Famous Grouse", and more than a century later it is the most popular whisky in Scotland. Yet the Naked Grouse, despite its eponymous ornithological association, is an entirely different proposition.

Designed to light a fire under the rocking chair of popular Scotch whisky perceptions, Naked Grouse is a blend of world-renowned single malts such as The Macallan, Highland Park and The Glenrothes amongst others – with no grain whisky featuring.

Once blended, it is then extra matured for at least six months in first-fill sherry casks before being chill filtered. Rich and fruity in flavour, this big and bold blend is refreshingly bereft of the baggage that can so often saddle single malts and more traditional blends.

Hugely versatile and unlikely to worry the wallet of even the most wary whisky drinker, Naked Grouse is an excellent yet reassuring base for cocktails – whether that be a fruit punch or a Rob Roy – that can deliver some very decent margin on mixed drinks.

With sales growing at +9% last year, premium blended malts are outperforming the whisky category as a whole and, in terms of both cost and complexity, they provide consumers with an ideal peat-free entry point into the premium single malt category.

Packaged in a deliberately bare embossed bottle, it's an unfettered, unpretentious yet multifaceted whisky that takes the mystery out of malts – yet one that is rightly transparent about the prestigious single malts within.

It's rich, rounded and downright drinkable. Orchard fruits open up the aroma before ushering in buttery toffee tones and bready notes. Sipping it coaxes out Christmas cake flavours, fingers of fudge, apple pie and a bit of bruised banana. For the finish? Toasted oak and some soft spicy notes.

While it can be drunk neat and works well in a number of whisky cocktails, it performs superbly in a simple, stripped-down whisky sour - a classic cocktail combining whisky, lemon juice and sugar, shaken over ice.



NAKED ORANGE SOUR

50 ML NAKED GROUSE

50 ML FRESH PRESSED ORANGE JUICE

20 ML LEMON JUICE

10 ML HONEY

- ADD ALL INGREDIENTS INTO SHAKER, FOLLOWED BY ICE, AND SHAKE.
- 2. EMPTY ALL INGREDIENTS AND ICE INTO GLASS.
- 3. GARNISH WITH ORANGE PEEL



BEST OF BRITAIN PORTOBELLO TEMPERANCE BEST OF BRITAIN

PORTOBELLO TEMPERANCE

4.2% ABV

ENGLAND

£15.00

PER 70CL

LOW ALCOHOL

LOW ALCOHOL G&T T

Portobello Gin is a classic gin made by bartenders for bartenders. Born above the Portobello Star, a drinking den dealing in good times and great cocktails, it was the brainchild of industry icon Jake Burger and a trio of evangelical ex-bartenders.

After months of tinkering with recipes, the four gin geeks opened the Ginstitute, a tiny top-floor gin "museum" containing an impressive array of gin artefacts alongside Copernicus the Second, a pint-sized 301 copper pot still from where the first drop was distilled.

Eight years later and sales of Portobello Gin are soaring. Not content with huge domestic growth, Portobello Gin is now available in more than 34 countries around the world, including 30 states across the USA.

In late 2016, Portobello Gin moved down the world-famous Portobello Road into The Distillery, its new four-floored home to distinguished drinking, featuring a distillery and gin-blending experience, a very cool cocktail bar, a bottle shop, two bars, a private dining room and three lodging rooms – making it the UK's only "Gin Hotel".

From here they've created a number of limited-edition expressions to complement the core Portobello Gin, including a classic "London dry" made from nine botanicals including juniper berries from Tuscany, Spanish lemon peels and cassia bark from South East Asia.

The latest release from Portobello Gin – Portobello Road Temperance Spirit – uses the same botanical flavours as the core gin. But it's not actually a gin at all. They couldn't call it a gin even if they wanted to, because, legally, gin must come in at 37.5% alcohol or higher – and this latest concept is just 4.2% ABV.

Acutely aware that contemporary consumers are, for a multitude of reasons, choosing to moderate

their alcohol consumption,
Portobello has created a drink
for people who enjoy drinking gin,
people who enjoy the flavour of gin,
but are looking to drink less
alcohol and, indeed, consume
fewer calories.

With wellness and mindfulness becoming buzz words among bar-goers, it is worth noting that UK alcohol consumption has fallen from 3.07 units per day in 2003 to around 2.5 units per day, while the number of consumers who do not drink at all has reached 5.4 million, up 35% on 2013.

Yet low alcohol does not mean less flavour. This lower alcohol spirit cleverly maintains the intensity of flavour and texture demanded by the astute gin aficionado. It's clearly juniper-led, but, when mixed with tonic to the same proportions as gin, delivers a drink at less than 1% ABV.



LOW ALCOHOL G&T

50ML TEMPERANCE SPIRIT

PREMIUM TONIC

PINK GRAPEFRUIT

JUNIPER BERRIES

- TAKE A LARGE WINE GLASS OR COPA FILLED WITH ICE
- 2. TAKE 50 ML TEMPERANCE SPIRIT AND SLOWLY TOP WITH PREMIUM TONIC WATER SUCH AS FEVER TREE
- 3. SLICE OFF A THICK PEEL OF PINK GRAPEFRUIT AND TWIST OVER THE GLASS TO RELEASE THE OILS FROM THE SKIN AND THE PLACE IN THE DRINK
- 4. SPRINKLE WITH A FEW JUNIPER BERRIES AND ENJOY!



57

SLINGSBY RHUBARB GIN & GOOSEBERRY GIN

40% ABV

ENGLAND

£26.75	GOOSEBERRY	PER 70CL	GIN	GOOSEBERRY SPRITZ	\forall
£27.23	RHUBARB	PER 70CL	GIN	RHUBARB MULE	Y

The town of Harrogate has, historically, been considered good for one's health. It became known as "the English Spa" town back in Georgian times following the discovery, in the 16th century, that its waters had restorative powers.

While history is a little hazy, legend has it that in 1571, it was an eccentric English adventurer named William Slingsby who discovered that Harrogate's Tewit Well had the power to improve one's mind, body and soul.

Spirit of Harrogate, a Harrogate-based business set up by an entrepreneur and a chemist, named its gin after him. Now, no-one is saying that the Slingsby range of rather splendid spirits carry the same curative clout as the local water, but is it purely coincidence that Harrogate was named the happiest place to live in the UK in 2015 – the same year that Slingsby Gin was launched? Surely not.

Each of Slingsby's gins uses water renowned for well-being that's drawn from the world-famous Harrogate aquifer before being infused with a batch of botanicals that can rightly boast local provenance.

A dozen of the botanicals used are grown and sourced direct from the kitchen garden at Rudding Park Hotel in Harrogate, including primrose, sweet cicely, seven seas rosemary, citriodorous thyme, silver posie and vulgaris thyme, lovage, sage, chervil, hyssop, and oregano.

This lovely London Dry gin has provided the foundation for Slingsby's fabulous forays into flavoured gins. Having experimented with a number of esoteric ingredients in its flagship store, and following phenomenal feedback from visitors, Slingsby released a Yorkshire Rhubarb Gin.

Dark pink in hue, it uses rhubarb sourced from the famous "Rhubarb Triangle" – a 9-square-mile area in West Yorkshire famed for farming early forced rhubarb and boasting the same European Protected Designation of Origin status as Stilton cheese, Parma Ham and Champagne.

There is, as one would hope, a resounding rhubarb character that comes through on the nose and the palate. Initial sweetness is tempered by the tart tang of grapefruit and underpinned by a delicate dry juniper finish.

The classic combination with traditional tonic brings out the botanicals; the rhubarb really comes into its own when paired with either elderflower tonic or ginger ale in a refreshing remix of the Moscow Mule.

The second official flavoured expression from Slingsby

showcases the gooseberry with gusto – a phenomenal summer fruit that, quite frankly, deserves more credit than it gets. A tad tart when picked fresh, the gooseberry when slowly cooked furnishes sweet and tangy flavours and is brimming with vitamins B and C.

The idea to use it in gin came about when Slingsby's co-founders, Marcus Black and Mike Carthy, were touring in New Zealand back in 2017 – when the brand was the official supplier to the British and Irish Lions rugby team.

The duo developed a liking for New Zealand Sauvignon Blanc, a style synonymous with a strong gooseberry finish. On their return, they gathered some gooseberries together and began experimenting and testing it in store.

The same botanical mix and classic citrus base of the Slingsby London Dry Gin again provides the platform for the fresh Yorkshire gooseberries.

Clear in colour with a gorgeous gooseberry sharpness, this summer sipper segues superbly into sweetness and a fresh fruity finish of pears, green apple and citrusy notes – and served in a Spritz, it's a wonderful way to win over wine drinkers, especially those who are partial to a Kiwi Sauvignon Blanc.



SLINGSBY GOOSEBERRY SPRITZ

35 ML SLINGSBY GOOSEBERRY GIN

25 ML WHITE VERMOUTH

15 ML LEMON JUICE

10 ML SUGAR SYRUP

25 ML SODA

- 1. BUILD ALL INGREDIENTS IN A LARGE WINE GLASS
- 2. STIR TOGETHER AND TOP WITH PROSECCO AND GREEN APPLE SLICES



SLINGSBY RHUBARB & RASPBERRY MULE

35 ML SLINGSBY RHUBARB GIN

½ LIME CHOPPED INTO QUARTERS

200 ML GINGER BEER

FRESH RASPBERRIE

MINT LEAVE

- . MUDDLE THE LIMES AND RASPBERRIES IN A TALL GLASS
- 2. ADD THE GIN, MINT AND HALF FILL THE GLASS WITH ICE
- 3. TOP WITH GINGER BEER, STIR THOROUGHLY
 AND GARNISH WITH A MINT SPRIG AND
 FRESH RASPBERRIES

BEST OF BRITAIN

WARNER'S RASPBERRY GIN

WARNER'S RASPBERRY GIN

BEST OF BRITAIN

WARNER'S RASPBERRY

40% ABV

ENGLAND

£24.92

PER 70CL

GIN

GIN AND TONIC

Υl

Warner's, a family-owned farm distillery in Northamptonshire, has added its seventh variant to its portfolio of super-premium flavoured gins.

With its new Raspberry Gin, Warner's have captured the bounty of the British countryside that surrounds them, and, rather conveniently, squeezed it into a rather handsome looking handlabelled and wax-dipped bottle.

Elderflower and fresh raspberry and blackberry juice, squeezed from hedgerow fruit foraged close to their Falls Farm home, make up a third of every bottle. But far from selfishly plundering the Northamptonshire countryside that surrounds them, Warner's have made sure that they are giving something back too.

Acutely aware of its ecological accountability, Warner's has forged a charity partnership with

the People's Trust for Endangered Species (PTES), an organisation that offers support to the very hedgerow habitats from which the fresh ingredients that go into Raspberry Gin are foraged.

PTES, which has been improving the outlook for endangered species in Britain for more than 40 years, will be working with Warner's to provide protection to the local countryside and the wildlife that lives within it – safeguarding up to 130 conservation priority species that rely on hedgerows for food and shelter.

In fact, it's the most ethical hedgefund management you'll ever encounter! Crucially, dormouse and water-vole-related altruism is by no means the only reason to broaden your gin range with Warner's Raspberry Gin.

Not content with saving stag beetles, it's a lovely fruity gin. Unlike

other flavoured gins one could mention, it sidesteps saccharine overload by striking a beguiling balance of sweet and tart.

Ruby pink in hue, with a punnet of fresh raspberries and blackberry jam on the nose, a pine-like juniper character aroma comes through too. The floral, elderflower notes perk up on the palate alongside some rich raspberry notes and a lively summer fruit coulis flavour on the finish.

It makes a sensational replacement for raspberry puree in a classic Clover Club cocktail, but for something a little simpler, yet rewarding, mix it with Mediterranean Tonic Water from Fever Tree.



WARNER'S RASPBERRY G&T

50 ML WARNER'S RASPBERRY GIN

FEVER TREE MEDITERRANEAN TONIC WATER

FRESH BLACKBERRIES

SPRIG OF MINT

- I. POUR THE WARNER'S RASPBERRY GIN INTO A LARGE GLASS FILLED WITH ICE
- 2. LENGTHEN WITH FEVER TREE MEDITERRANEAN TONIC WATER
- B. GARNISH WITH A FEW
 BLACKBERRIES AND A SPRIG
 OF FRESH MINT



FRANKLIN & SONS PINK GRAPEFRUIT & BERGAMOT TONIC

ENGLAND

TONIC WATER

THE PALOMA

Y

There was a time, really not that long ago, when the UK tonic market was a fairly flat affair – dominated by a couple of well-established brands under no real pressure to innovate.

That's certainly not the case now. An unprecedented and well-documented sparkle of invention and investment has been injected into the tonic market, and over the last decade or so the category has experienced quite phenomenal growth – particularly at the premium end of the market, where sales are currently rising at around 33% a year.

By far the biggest driving force behind the effervescent growth has been, of course, the surging popularity of artisan gins. The so-called "ginaissance", which saw gin sales break the £2 billion barrier in 2018 and has seen distilleries mushrooming up all over the UK, has broadened the spirit's flavour spectrum enormously.

As gin has been stretched beyond the classic London Dry style, embracing exciting new botanicals, flavours and colours, the dynamic tonic and mixer market has also moved into uncharted territory. Precipitated by a number of new brands entering the market, tonic

waters have been deliberately tailored towards different styles and even specific brands – to a point where the possible combinations of gins, tonics and garnishes open to the consumer must be in the thousands.

Yet while the popularity of gin is showing little sign of waning, innovative and artisan tonic brands such as Franklin & Sons, which saw a 118% sales increase last year, have wisely extended their range to cater for other spirits on the back bar.

It's a move that makes perfect sense – and fits in with a number of factors shaping the mixer market. The increasing popularity of Highballs and similarly simple spirit and mixer serves has created a demand for different, often artisan, expressions to suit everything from Scotch and dark rum to port and tequila.

Similarly, as demand for nonalcoholic and low-alcoholic drinks increases, a growing number of abstemious, body- and healthconscious bar-goers are ordering "mocktails" and even enjoying flavoured tonic waters on their own. According to recent research conducted by Franklin & Sons, 46% of people under the age of 35 are likely to order a mocktail when at a bar or restaurant, with Generation Z customers (those born after 1995) four times more likely to spend up to £15 on a single cocktail compared to older bar-goers.

Having collaborated with leading bartenders all over the UK, Franklin & Sons have released a range of different tonics and mixers to suit not only different styles of gins but also other spirits- and they're very tasty on their own too.

For example, their "Pink Grapefruit & Bergamot", launched as part their Flavour Collection last year, is lovely not just with floral gins but with tequila too. Fragrant and floral with a superb citrusy bitterness, and that inimitable Earl Grey Tea element brought by the bergamot oil, it's the perfect mixer to pair with Blanco tequila to create a classic Paloma cooktail.

The Paloma (the Spanish word for "dove") was famously invented in the famous "La Capilla" bar in the Mexican town of Tequila. It's wonderfully refreshing, easy-to-make and surprisingly low in calories when compared to similar cocktails.



