

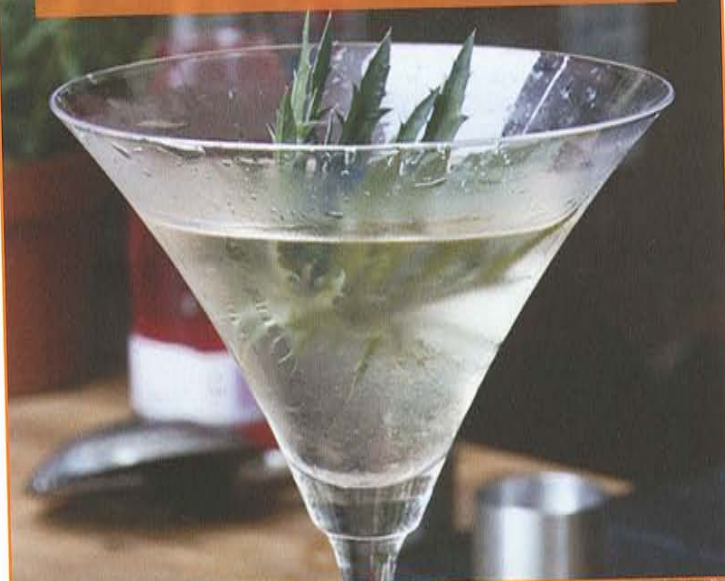
COCKTAILS: GIN

CAORUNN

DON'T THISTLE MY PINK

- 50ml Caorunn Scottish Gin,
- 20ml Glenlivet Whisky
- 20ml raspberry gomme syrup
- 1 lavender stem
- thistle garnish

Method – Stir ingredients in a Martini glass. Rub lavender around the glass rim and stem. Garnish with a thistle



MIDSUMMER NIGHT

- 40ml Caorunn
- 10ml Tempranillo
- 20ml Calvados
- 12.5ml Cointreau
- 12.5ml Grenadine
- 3 drops Bitter Truth orange bitters
- 2 drops Angostura bitters

Method – Shake and double strain



APPLE SURPRISE

- 1/4 apple muddled
- 10ml Lime Juice
- 8ml Lavender syrup
- 15ml apple juice
- 15ml lychee liqueur
- 35ml caorunn Scottish gin

Method: Mash the apple into a shaker and add all ingredients. Shake with ice and sieve into a Martini glass. Garnish with apple

THE GIN MASTERS



world in September with a suggested retail price of £40 – the brand's top markets are the US, France, the UK, Spain, Italy, Portugal, Germany and the Netherlands.

Returning to the results though! As with the premium flight there were three Gold awards, made to three relatively new kids on the block, No. 209, BBR Spirits No.3 and Inver House's Caorunn, all very

different in their provenance and make-up. No. 209 is produced in America. It is five-times distilled and produced on a batch basis and weighs in at a hefty 46% abv. It is distributed by HiSpirits in the UK, and is available in high-end outlets such as Harvey Nichols. As for No.3, it takes its name from BB&R Spirits' address in St James, London – this is a London Dry gin which is produced in Holland, and like No.209 it comes in at 46%. Juniper is at the very heart of No.3 which was produced to be the last word in gin for a Martini, while Caorunn is an unashamedly Scottish gin from its name, to the infusion of its five Celtic botanicals, including Bog Myrtle and Rowanberry, and comes in at 41.8%.

For the first time we included a Sloe Gin flight in this year's Masters, and it was good to see Hayman's pick up its second Gold of the event. Judging by the award tally, all is well on the design and packaging front too.

There was a Master, which is a very rare thing indeed – BB&R Spirits' No.3, and no less than three Gold awards – also a very rare happening! -

Overall, the Masters this year exemplified just exactly what is going on in the category as a whole. The main focus is on quality and the upper echelons and that's good news for the future.

There was a time just two or three years ago when the category was in danger of becoming slightly unhinged with new entrants coming in with ever more fantastical botanicals, but happily things have settled down – juniper is back in vogue and that makes for a goodly mix between tradition and modernity. *SB*

GIN MASTERS 2010

COMPANY	PRODUCT	AWARD
DESIGN & PACKAGING		
Berry Bros & Rudd	No.3	Master
Global Premium Brands	Gin Mare	Gold
International Beverages	Caorunn	Gold
Destilerias Campeny	Tann's	Gold
Chivas Bros	Beefeater	Silver
Bulldog Gin Company	Bulldog	Silver



AGAIN BEEFEATER WAS IN THE LIMELIGHT. IT PICKED UP TWO MASTERS WITH 24 AND ITS 47% VARIANT AND A GOLD FOR THE 40%

THE GIN MASTERS

A goodly mix of tradition and novelty

Chairman of the judges, **Patience Gould**, reports on the Gin Masters proceedings, which unearthed some old favourites as well as new



GIN MASTERS 2010

COMPANY	PRODUCT	AWARD
PREMIUM		
Chivas Bros	Beefeater 47%	Master
Chivas Bros	Plymouth	Master
Halewood International	Whitley Neil	Gold
Hayman Distillers	Hayman's London Dry	Gold
Chivas Bros	Beefeater 40%	Gold
Marblehead	Seagram's	Silver
SUPER PREMIUM		
Chivas Bros	Beefeater 24	Master
Cognac Ferrand	Citadelle	Master
Inver House Distillers	Caorunn	Gold
Hi Spirits	No 209	Gold
Berry Bros & Rudd	No.3	Gold
Foxdenton Estate	Foxdenton	Silver

IT WAS to a new venue for this year's Gin Masters and with the category still exhibiting all the signs of growth and development, there was a definite buzz of excitement as the judges settled down to the delicious task of tasting around 45 gins. We were in one of Drake and Morgan's latest openings in the City of London, The Anthologist – which by lunchtime was packed – not at all bad for a Tuesday – and clearly the company has yet another success on their hands, which is entirely justified.

Taking the view that all gins compete on retailers' shelves and bars in their respective price points, we had decided to simplify the flights down to Standard, Premium, Super Premium, Micro Distillery and Sloe Gins. This line of attack was thoroughly endorsed by Geraldine Coates, gin guru and happily one of the judges: "I feel that a lot of gin tastings are unnecessarily complicated when they go by types of distillation – gins in the marketplace are not differentiated by this – it's all to do with their price tags, and premium perception."

Such is the development in the upper echelons of the gin category there were no Standard entries this year. It's a sector where the 37.5% minimum gin strength prevails and brand-wise is dominated by Gordon's – so it was straight into the premiums. A goodly array too, which resulted in two Masters for Chivas Bros and their gins Beefeater 47% and Plymouth – there were three gold awards, one for Beefeater (40%),

THE JUDGES



Clockwise from left: GinTime's Geraldine Coates, Arthur Nagele from the Austrian Spirits Academy; Eau de Vie's Neil Matheson, Drake and Morgan's operations director Taskin Muzaffer, the Connaught's Mark Jenner, and the Spirit Business editor Patience Gould

THE GIN MASTERS



Hayman Distillers for its London Dry Gin and the Halewood-produced Whitley Neil, complete with the South African baobab in its botanicals.

Palates thoroughly whetted we were looking forward to the super premiums – the largest flight of the day, further underlining where the lion's share of the activity is in the gin ferment. Again Beefeater was in the limelight – this time for its latest variant Beefeater 24, which took one of the two Masters, while the other went to the French contender Citadelle. This is the second time in three years the gin produced by Cognac Ferrand has taken the top honours, and with

developments currently going on at the producers GHQ in Ars, France, it is unlikely to be the last.

The company is embracing the Vintage gin concept (not widely adopted yet, though Blackwood Distillers introduced it with their eponymous Hebrides-inspired gin) and has recently announced the launch of Citadelle Gin Reserve 2010, the third vintage following the 2008 and 2009 (picture on previous page) releases. For the 2010 vintage the aim was to develop more flower notes – read violet and iris – as well as spices – read grains of paradise. The gin was then aged for six months in used 12-year-old oak casks that had a light char. "We now have the expertise of controlling the wood influence over Citadelle Gin," says Cognac Ferrand's

owner and president, Alexandre Gabriel. "Ageing in oak gives more roundness to our gin and we felt that using older casks would impart a level of elegance and finesse that we were looking for – the 2010 vintage is truly a gin of another era." Only 11,250 numbered bottles will be available for the

GIN MASTERS 2010

COMPANY	PRODUCT	AWARD
SLOE		
Hayman's Distillers	Hayman's sloe Gin	Gold
Foxdenton Estate	Foxdenton Slow	Silver
MICRO DISTILLERY		
Sipsmith	Sipsmith	Gold
Strength & Flavour	Blue Gin	Silver



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A handcrafted Scottish Gin infused with 5 Celtic botanicals. Caorunn is small batch distilled with a slow paced process using pure grain spirit, Scottish Highland water, infused with 6 traditional and 5 Celtic botanicals in our unique Copper Betty Chamber at Balmenach Distillery, a working malt whisky distillery. The result is a clean, crisp aromatic taste adventure with a long dry finish.



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