



INSIDE

MARKETING TIPS TO BOOST BUSINESS

LOCKDOWN AWARD WINNERS

THE CHARITIES WE SUPPORT

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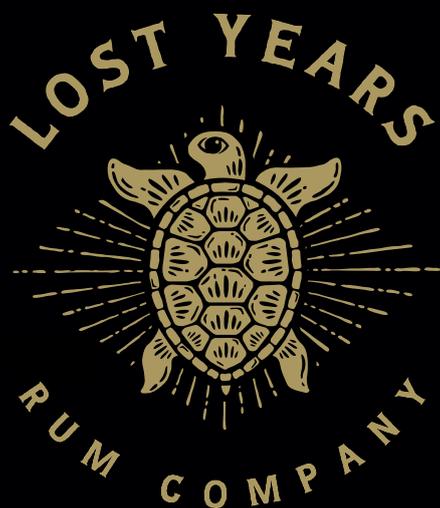
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WHAT GARY DID NEXT

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Welcome

Welcome to the first issue of **Hand Crafted Drinks Magazine**, which will celebrate and promote the diverse variety of artisan and hand-crafted drinks producers, from across the United Kingdom.

Although we have had to delay the launch of the new magazine, due to the Covid-19 pandemic, our website - designed to become a useful resource for both producers and buyers - has been very well received and we have had a very positive response to our offer. We would like to thank everyone that has taken a listing on our website and advertised with.

When we first considered launching a new publication we could have opted for an online or digital-only format, but we felt that there was a gap in the market for a magazine that would support the extensive and growing number of independent drinks producers.

Over the last few months we have spoken to many people producing artisan and hand-crafted drinks, and although the pandemic has caused significant problems for the hospitality sector there is a

real passion and determination for drinks producers to get through these challenging times.

We will continue to do all we can to support this vibrant industry and we remain at the disposal of every company that has news, views or opinions to share. We're here for you and we welcome your contributions.

We hope you enjoy reading our magazine and wish you well in the weeks and months ahead.

Simon Turton Editorial Director
Chris Keightley Sales Director

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ABV MANAGEMENT

ABV measurement to guarantee compliance with UK and International labelling standards.

PRODUCT DEVELOPMENT

New product development, engineering, bottle and label design. Insight, advice and guidance on the economics of your product's journey - from concept to bottles on shelves.

MIXING

Three new 5000 litre mixing tanks. As with bottling we can assist customers on NPD working closely with one of the UK's leading flavour houses.

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Making Mead

Sam Cooper, owner of Afon Mêl - the brand under which his family business produces raw honey and craft mead at New Quay Honey Farm in Wales - explains how one of the world's oldest alcoholic drinks is produced.

In the last 20 years we have seen a big change in people's perception of mead; consumers are becoming more confident with mead and we have seen a dramatic increase in sales - even during the recent lockdowns.

With more meaderies opening across the UK and consumers turning to more natural and healthier products, we are

definitely witnessing a revival of this ancient alcoholic drink.

As well as its greener credentials, when compared to many other drinks, it is so versatile. Whether you want to enjoy mead chilled, warmed up or mixed in with your negroni, rum or prosecco, it's a mixologist's dream.

Considered to be world's oldest known alcoholic drink, mead is



simply made by fermenting honey. It is often referred to as honey wine, which is not entirely accurate. The three ingredients are honey, water and yeast, and there is no fruit added; but, even the meads that are flavoured with a variety of fruits are still not considered wines.

There is no exact date for when mead was first produced, but archaeologists have found Chinese pottery vessels - dating from 7000 BCE - that suggest evidence of mead fermentation that pre-dates both wine and beer.

It is assumed that the first batch of mead was a chance discovery: early foragers likely drank the contents of a rainwater-flooded beehive that had fermented naturally with the help of airborne

yeast. Once knowledge of mead production was in place, it spread across the globe, becoming popular with Vikings, Mayans, Egyptians, Greeks and Romans.

Closer to home, mead has always had a strong association with Wales, with mead first appearing in Welsh poetry back in the sixth century.

At Afon Mêl we don't just make mead we also keep 500 hives and our bees have an impressive selection of wild flowers in the hills of Ceredigion, including sycamore, hawthorn, heather, willow, clover and blackberry.

The fascinating thing is that as the resulting meads takes on the flavour of the honey from which it is produced, which can be a

blend of nectar from different flowers or all from the same flowers - either way, the flavour combinations are endless.

In 2019 our Heather Mead won The Great Taste, Golden Fork Award for Wales, which was a first for mead and an award that we were incredibly proud to receive.

Since winning the award here at Afon Mêl we have been developing a range of lower ABV session meads. They are light, gluten free, with less alcohol (5%) and sparkling, and we think these are a great introduction to mead, which we hope will help connect new customers with a drink that was first enjoyed nearly 10,000 years ago.

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CHARITIES WE SUPPORT



Here at Hand Crafted Drinks Magazine, we know that the last 14 months have been very difficult for the leisure and hospitality industry. We are also very much aware that the lockdowns have been equally trying for many children and young people across the country.

This is why we are supporting the work of **Hospitality Action** and **Childline**.



HOSPITALITY ACTION

Hospitality Action was established in 1837 and has since offered vital assistance to all who work, or have worked within hospitality in the UK.

They are there to support everyone working in the industry, from chefs and waiters to housekeepers and managers; concierges, receptionists and kitchen porters, to sommeliers, bartenders and catering assistants across the UK.

Whether they work in hotels, restaurants, pubs, bars or cafés, schools, hospitals or event venues, Hospitality Action is there to provide help, advice and support whenever times get tough.

Whatever challenges people face – from physical illness or mental health issues to financial difficulty, family problems to addiction – Hospitality Action is there to help people get back on their feet. And when it's no longer possible to work, they can help prepare people for the next phase of their lives.

For more information visit: www.hospitalityaction.org.uk

CHILDLINE

Childline is there to help anyone under 19 in the UK with any issue they're going through. Children and teenagers can talk to Childline about anything, whether it's something big or small, their

trained counsellors are there to support anyone who gets in touch.

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Award Winners

DURING LOCKDOWN



Awards: Lavender & Pine Blossom - Bronze at The World Gin Awards 2021 in 'Best Contemporary Styled Gin' category. London Dry Gin - Bronze at the 2020 IWSC awards in 'Best London Dry' category.

The gins: London Dry gin is made with seven botanicals. Juniper-forward with warming and complex notes of cardamom and fennel, balanced with angelica root. Lavender & Pine is full of floral botanicals. Notes of lavender and hibiscus are balanced with pine and a little passionflower.

Perfect Serve: London Dry - classic or citrus based tonic with a slice of pink grapefruit. Lavender & Pine - classic tonic, a sprig of fresh thyme, lots of ice.

Award: Craft Gin Club's 'Gin of the Month' in March 2020.

The gin: Ludlow gins are lovingly distilled in handmade copper stills by artisan distiller Shaun Ward in his Shropshire Hills distillery. Using traditional, copper-pot distillation, they have developed a range of unique but traditionally juniper-led recipes which have been crafted into a range of gins and liqueurs.

Perfect Serve: Sprint Spritz - insert cucumber strips into a large glass and fill with ice. Add 2 parts of Ludlow Gin - your choice (we love No.5), 1/3 part Belvoir Elderflower Cordial, chilled sparkling wine & soda water. Stir to chill and combine. Top off with a sprig of mint to serve.



Award: Silver at London Spirits Competition 2021.

The gin: The new Vára Orkney Craft Pink Gin is the perfect pink gin for this year's spring and summer. With botanicals of juniper, tarragon, rosemary, elderflower, lemongrass, lime, red grapefruit, rose, vanilla and cardamom. Tasting Notes: Juniper led with a rosemary, citrus, cardamom undertones, with a stunning sweet pink rose finish. Order now at www.deernessdistillery.com/shop and get 20% off with code: **deerness20**

Perfect Serve: Ice, natural tonic water garnished with rose petals or elderflower tonic and finished with a lime peel twist.



Awards: Winner Navy Strength Gin category & Industry Choice Award at the Gin Guide Awards 2021.

The gin: Distilled by Thunderflower Distillery in small batches of no more than 150 bottles at a time in the London Dry method using vapour infusion to extract a complex, full-bodied flavour from 20 botanicals from around the world.

Perfect Serve: 40ml Thunderflower gin, 100ml premium tonic, 1 slice of citrus, glass full of ice.

Award: Runners-up in the Gin & Tonicly Top Ten Craft Gins 2020.

The gin: Created using carefully selected botanicals, locally grown and from around the world, and infused with whole-leaf Ceylon tea from Sri Lanka.

Perfect Serve: Add chunky ice cubes, sliced orange peel and pith to a glass. Add a small cinnamon stick. Pour over a measure of gin, top with tonic and spray orange oils over the top of the glass.



Awards: Master Medal at The Spirits Business Awards London Dry 2020 & winner of 'England's BEST London Dry Gin' at The World Gin Awards 2020.

The gin: Classic London Dry gin with gently honeyed, floral notes and infused with hand-picked meadowsweet flowers. Distilled in small batches and crafted using pure chalk-filtered water.

Perfect Serve: Serve with Indian tonic, a slice of lime and lots of ice.



Tudor Brewery is a Family owned and managed traditional brewery which focuses on crafting quality Beers, Ales and Stouts.

These multi-award winning products have claimed the highest accolades in many competitions, including Champion Beer of Wales 2016 for Black Rock Porter, and Silver Champion Beer of Wales 2015 for Black Mountain Stout. SIBA Bronze 2018 and SIBA Silver 2020.

The artisan ethos of Tudor Brewery has allowed the team to focus on delivering quality from the first taste to the last drop.

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Actor, Gary Hollywood, launches new gin

Making gin was high up on Gary Hollywood's bucket list, so when he moved on from the BBC's hit comedy series, Mrs Brown's Boys, he decided that the time was right to realise the dream.

He attended various gin schools so he could fully understand the process of making gin and how botanicals play their

role in producing the variety of gins available today. Gary then approached a distillery in Leicester, Distillers Kitchen, who agreed to work with him to produce his own label gin.

Gary worked closely with Graham Veitch at Distillers Kitchen to develop a London Dry Gin using 12 botanicals including silver birch, dandelion, elderberries and, of

course, juniper. Gary also wanted to include ginger - celebrating his own ginger locks, which were the inspiration for naming his gin: Hollywood Ginge.

He started work producing the gin in November 2019, including choosing the right bottle and developing his brand identity. He was initially advised to link the gin's brand to his own celebrity status, but he rejected that idea; he wanted the gin to be judged for being a quality product in its own right, rather than simply putting his name to something and relying on his fame to sell the gin.

He stood his ground and insisted that the branding should be confident and stylish, and reflect the quality of the product. Other than using his surname in developing the identity he didn't want any references to his acting career.

By March 2020 the country was in lockdown and Gary was advised to postpone the launch of his gin, but again he went against the grain. He pushed ahead with the development of Hollywood Ginge, which was launched in November 2020 and sold well in the run-up to Christmas.



Gary's new gin was soon picked up by Sip & Share, an online members club of 3,000 craft spirit drinkers, which regularly runs virtual tasting events. Hollywood Ginge was one of the featured gins and the feedback was extremely positive.

Gary, who is now based in Lanzarote, spends part of the year in the UK promoting his gin and meeting prospective stockists. He is also in the process of arranging export licences so that his gin can be shipped around the globe.

With COVID-19 restrictions now easing, Gary is planning to launch his gin in his home city of Glasgow and at an event in Leicester, where the distillery is based. There are also plans for further events in London, subject to further discussions.



Although Gary is currently taking a break from acting, his life seems as busy as ever. He has plans to develop a Hollywood-branded vodka and rum by the end of the year, and he has hinted at the possibility of

opening a bar in Glasgow, which he said would be a platform for artisan and hand-crafted drinks producers.

www.distillerskitchen.co.uk/hollywood-gin





Isle of Harris Distillers

Launch
the Harris
Meadowsweet
Tincture



Isle of Harris Distillers has announced the third release from their experimental apothecary range of local botanical inventions, designed to complement Isle of Harris Gin-based drinks and cocktails.

Guided by a good friend of the brand and local plant expert, Amanda Saurin (pictured above), Isle of Harris Distillers continues to explore the joys of the Outer Hebridean island's indigenous flora.

Hand-picked in South Harris in 2020, meadowsweet (*Filipendula Ulmaria*) is an ancient Hebridean brewing plant and is the mainstay of this new tincture. This release is quite different from previous launches as the Meadowsweet Tincture is focused on one single ingredient and one method of creation.

Meadowsweet has been used for generations who have harnessed its natural healing properties, renowned for reducing fevers and pain. It was especially useful on the Isle of Harris where the cold, wet weather often tested people's health. The tincture shared today also contains lemon and a

sweetened plum vinegar, much prized for balancing the digestion and calming inflammation.

The distillers suggest that you can add anything from a few drops to a full dropper to Harris-based G&Ts, martinis, or simply have fun experimenting with your own favourite serves.

The Isle of Harris Distillers, which launched in 2015, is part of a close-knit community of under 2,000 people living on the Isle of Harris. In just over five years the company has grown from a workforce of 10

and now employs 40 staff who are producing the award-winning sugar kelp-infused gin.

Along with the production of Isle of Harris Gin, they are patiently waiting to for the day they can launch their own single malt whisky.

In the meantime the company continues to develop its range of complementary products that sell alongside their gin, including gift and presentation packs, a range of fine glassware, earthenware and tinctures.

<https://harrisdistillery.com>

TASTING NOTES

A burst of lemon and vinegar on the nose; sharp, sweet, and slightly floral, it works in tandem with darker undertones of plum, vintage grapes and blackcurrant.

On the pallet it is viscous; citrus, sherbet sweetness and soft vinegar notes hit the tongue, followed quickly by plum, grapes and soft cereal notes.

The finish is long and satisfying with a slight floral bitterness at the end.

TASTING NOTES WHEN ADDED TO ISLE OF HARRIS GIN

On the nose, more green, pine and floral flavours come to the fore with the sugar kelp enhanced by the darker notes of the tincture.

On the palate, the pine and green notes are twinned with lingering citrus and a slight bitterness, not dissimilar to that found in the pulp of a grapefruit.

The finish is long and lingering with strong hints of plum and blackcurrant, fading to floral flavours which invite another sip.





The changing times of Covid-19

The owners of Langham Brewery responded quickly to the Covid-19 restrictions and the results surpassed all expectations.

Langham Brewery produces delicious, fresh beers – in casks, kegs, bottles and cans – which are lovingly created and brewed at their award-winning independent microbrewery, near Petworth, in the stunning South Downs National Park.

When the first lockdown was announced by the PM back in March 2020, the brewery had to rapidly adapt to survive and their local customers came to the rescue.

The brewery is based in an idyllic rural setting, nestling in the South Downs, with plenty of space to create for a safe drive-through service, where customers by their beers whilst remaining safely in their vehicles.

A new home delivery service was also organised to serve customers across Sussex, Surrey and Hampshire, together with the introduction of a courier service for orders elsewhere in the UK.

Lesley, a co-owner of the



PHOTO: OLIVER DIXON



brewery, explains: “Pre-Covid, over 80% of our trade was through our regional publicans, so we had to act quickly to alter our offerings.

“When we opened our safe brewery drive-through and local home delivery service, we were

blown away by the love, support and enthusiasm shown to us. We loved getting to know the customers personally and they enjoyed meeting the small, dedicated brewery team, and understanding more about the passion and craft which goes into each pint of Langham beer.”

The brewery was featured in **The Sun** who described the brewery as a ‘brew thru’ and were spotted by What3Words – a geolocation company that has divided the entire globe into 3-metre squares, each uniquely identified with three random words. By using these words and their app, you can easily locate people and places.

The brewery was chosen to represent What3Words in a national awareness campaign. The brewery's 3 words are Hence.Mute.Lizards and on National Beer Day - 15 June 2020 - they launched the first official UK What3Words beer and the Hence.Mute.Lizards Langham range was born.



To give something back, the brewery's next move was to create a club for their regular customers, with 10% off their 'Beer Of The Month', plus other special offers. They named it The Gulp Club - the collective term for swallows (which were found nesting in the barn where Langham Brewery was founded in 2005).

As the country endured further lockdowns the brewery continued to adapt to the changing times and

in April 2021 the brewery's opened its new taproom, which until 17 May was for outdoor seating only.

Owners Lesley and James agree that it's been a very strange year in so many ways: "It has been hard work, but with the sincere loyalty of the brewery customer base, a positive new direction has been achieved for the brewery."

"The tight knit Langham team are thrilled to be welcoming back all the wonderful hostellers in our area, and

would like to extend a huge thanks to everyone who has supported us throughout the pandemic."

What's next for Langham Brewery? We have been told to watch out for their new canning line, whose operation will start in June 2021, and there will be the re-introduction of brewery tours and live events.

For more information visit:

www.langhambrewery.co.uk



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Liquorsmiths



Liquorsmiths has launched a range of small batch spirits just as London is getting back to normal

South London natives, Deborah and Alex, are paying homage to their local area, and their love of the local tipples that they have sampled on their travels.

From Danish akvavit and Swedish baska droppar to Ugandan wagari, all have been reimagined acknowledging the various drinks' rich cultural heritage.

Bringing together the experience and expertise of another dynamic duo, Foxdenton Estates and Thames Distillery, the team has developed a range of exciting spirits with unusual flavour profiles.

The pair of Old Tom-style gins and vodka were created using Thames Distillery's legendary Tom Thumb and Thumbelina.

The range which costs £36 for 50cl bottles includes:

- **Old Tom 6**, which contains six carefully chosen botanicals; it has a peppery juniper-led profile. It also has a subtle sting of Scotch bonnet to give it a unique character.
- **Old Tom 12** is a stunning twist on an Old Tom, infused with thyme, cardamom and rosemary for an aromatic flavour and oily

texture. Inspired by the glacial landscape of northern Europe, it's bracing, smooth and full of flavour.

- Their Vodka 1698 is made using 100% grain, producing a vodka that is impeccably smooth, with a deep creamy texture and gentle sweetness. It has subtle notes of green apple, lemon with a hot peppery finish.
- Made using Guyanese molasses, **Spiced Rum 3** has notes of caramel and cinnamon, with subtle hints of liquorice and banana. It has a smooth texture and can be drunk neat or in a cocktail.

- **Old Tom 55** – is in the pipeline – which will be an akvavit-style Old Tom, infused with dill, caraway and sweet fennel. **Old Tom 18** – also in development – will feature locally-foraged botanicals.

In addition to the range of liquor, a book featuring boozy recipes, thought to be the first of its kind, is planned for a July release. Recipes include gin and orange braised partridge, marmalade and whisky sponge and rum and plantain crumble.

For more information visit: www.liquorsmiths.co.uk





Old Dock, New Rum

“Celebrate the Old Dock with this new rum.”

When built, the Old Dock in Liverpool was a huge risk but it paid off handsomely, paving the way to many decades of dock expansion on both sides of the river. It was one of the city's greatest contributions to progress in world trade and commerce.

The Old Dock was constructed in 1715 at the mouth of the Pool which had been at the heart of the town's successes but, with increasing numbers of ships using the port, it was struggling to cope.

In 1708 the merchants who controlled Liverpool Corporation employed Thomas Steers, one of Britain's leading canal engineers, to find a solution. He converted the mouth of the Pool into a dock with quaysides and a river gate. It was now possible for ships to load and unload whatever the state of the tide – a revolutionary facility.

The dock was technically very difficult to build and cost £12,000, double its original estimate. The Corporation was nearly bankrupted but its success led to

a rapid increase in overseas trade through Liverpool.

Over the centuries the Old Dock was a victim of its own success and made way to modern developments and bigger docks we see today. The Old Dock was lost. However, during the development of the Liverpool One shopping area, the Old Dock was rediscovered and excavated and was incorporated into the design of Liverpool One, which has developed a visitor facility managed by National Museums Liverpool.

Tons of the finest rum, tea, sugar and spices would have flowed through the docks on a daily basis, and Lost Dock Rum celebrates the most historically significant site in Liverpool. Without Thomas Steer's revolutionary design, Liverpool would not have become the innovative and multicultural city it



is today, which is why his signature appears on the label.

The Liverpool Lost Dock spiced rum from Guyana, near the banks of the Demerara River, and blends it with a hand-picked mix of the finest tea, sugars, spices, fruits and hint of

smoke to create an unforgettable bottle of history. These super smooth rums can be enjoyed over ice or with your favourite mixer.

Celebrate the Old Dock with this new rum.

W: www.lostdockrum.co.uk





MARKETING: DREAMING OF MID-SUMMER



As we approach 21 June, when, at the time of writing, the government should have confirmed the end of the majority of the COVID-19 restrictions, it would be easy to assume that there's little need to do any marketing if you run or manage a hospitality venue.

Since 17 May, most hospitality venues have been able to welcome customers back inside, which will be helping to make up for lost revenues, but the on-going social distancing rules will be limiting the number of customers that can be catered for. It will be some time before the hospitality sector gets back to anywhere near pre-COVID-19 levels of trade.

The good news is that with the vaccinations roll-out programme going so well, we're unlikely to have any further lockdowns and as restrictions continue to ease the sector should enjoy a buoyant summer, especially with so many people staying in the UK for



their summer break, due to the restrictions on overseas travel.

Whilst customers across the UK are eager to get out and about, here are our tips to help you boost your company's profile and attract those much-needed customers.



1. WEBSITES

Ensure that the information about the venue is clearly presented and easy to find, especially in relation to COVID-19 policies and how customers can book tables, if required.

It would be worth considering a temporary landing page where all the new rules and advice is set out, before proceeding to the main site.

Ensure that the News section of the website is up to date and that all new relevant information is added as soon as possible.

2. SOCIAL MEDIA

Schedule a series of announcements so that each new post relates to a specific rule or recommendation, posted on the main social media platforms: Facebook, Instagram and Twitter.

Include images of your venue and include links to food and drink menus, to increase engagement, as well as offering discounts, special offers and competitions.

3. EMAIL NEWSLETTERS

If you already send out regular newsletters use them as a platform to advise and update your customers in relation to the new rules.

If you don't use email marketing, start collecting customer data (working to GDPR guidelines) and launch a newsletter to help keep them up to date with latest news.

4. PUBLICITY & ADVERTISING

Send press releases to local media outlets with details of new opening hours and the measures being taken to

minimise the risk of spreading COVID-19, along with details of your new opening hours.

Consider a series of adverts to remind customers that you are open and that they can be assured of a safe and friendly environment to enjoy a meal or a drink.

5. STAFF TRAINING

It is essential to ensure that all staff are fully aware of the latest government rules and the measures your company has put in place.

Have clearly identified sanitiser stations and a 'welcome' area where people can wait to be seated. Ensure that the NHS tracing QR code is clearly and prominently displayed.

6. MARKET RESEARCH

The majority of customers will not complain at poor service or sub-standard food, when asked directly by their waiter or waitress, but with feedback forms and short surveys that are more likely to be honest with their opinions.

Whether printed or online – feedback forms are a far better way of collecting customer opinions and they also allow you to gather their contact details so they can be added to any mailing lists (although they must opt-in to remain GDPR compliant).

Feedback forms can be as simple as circling a smiley faces against a list of options or they can be more detailed online surveys. Either way, incentive the customers who provide feedback with offers, discounts or the chance of winning a prize.

NEWS

Round-up

Just the ticket

►►As the country was heading into the first lockdown in March 2020, Charles and Mike - good friends who both worked in the travel industry - decided that they would follow their dreams and launch a craft distillery.

During the last 15 months they have been busy with their two 25-litre column stills, producing Big Seven Gin and Big Seven Blackberry Gin. Their passion and fanatical attention to detail was rewarded when their gins were finalists at the 2021 Gin Guide Awards.



Shell out to save sea turtles

►►Ludlow-based **Cane & Able Spirits** have launched a new range of luxury rums devoted to saving endangered sea turtles.

The company will make a donation from the sale of any of their four rums that currently includes: Arribada Cask Aged (42%); Four Island (40%); Navy Strength (54.5%) and Silver Moon (40%).

Along with supporting these magnificent creatures, Lost Years rums are as pure as they can be: there are no added sugars, colours or flavourings. They're also vegan friendly and gluten free.



Many happy returns

►►2021 is the fifth anniversary of the launch of **Pothecary Gin**, whose organic, hand-crafted, artisan gins are made using the less common process of distilling each botanical separately, before blending them together.

According to distillery owner, Martin Jennings, this process yields “incomparable, high quality aromas and flavours, creating an exciting gin that’s both well-balanced and refreshingly individual.”

Here’s to Pothecary Gin’s next five years.



Here’s to your good health

►►**DrinkWell**, the independent retailer specialising in low calorie alcoholic drinks, has launched its own IPA to spearhead their lower calorie and low carb’ beer portfolio.

DrinkWell IPA is a classically brewed IPA at 4.1% ABV, but only contains 99 calories and 3g carbohydrates per 330ml bottle;

it is also suitable for gluten-free and vegan diets.

Commenting on the launch of the new IPA, Tom Bell, founder and MD of DrinkWell, said: “We are seeing an increasing consumer shift towards different dietary needs and healthier lifestyles, but that doesn’t mean that craft beer lovers have to sacrifice taste.”

Lockdown launch

►►Ellis McKeown and Liam Stemson, founders of Lancashire-based **No.1 Fairham Gin**, spent all three lockdowns perfecting their signature gin, which officially launched at the end of March 2021.

Ellis and Liam, who share a passion for gin, approached renowned distiller, Gerard Macluskey, to help finalise their recipe, which includes a range of botanicals and exotic fruits, producing a citrus-forward gin.



Commenting on the launch of their new gin Ellis, 26, said: “We’re huge gin fans and it’s always been on our minds to make our own. Lockdown gave us time to perfect this and has allowed us to make our move into the craft gin market.”

Raise a glass to the Royal British Legion

►►During 2020 **Derbyshire Distillery** launched a unique range of gins to support the work of the Royal British Legion (RBL) - the brainchild of their sales manager, Richard Aspinall, who is also an ex-serviceman.

To date, the company has raised over £40,000 for the charity, which this year celebrates its 100th anniversary. To mark the occasion, Derbyshire Distillery has launched a brand new gin: Centenary Celebration Gin, which will only be available for the rest of this anniversary year.

Later this year they will be launching a new range of their original line-up of gins that were developed in partnership with the RBL, which includes Eleventh Hour, Eleventh Day and Eleventh Month gins.





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Sky Wave Gin

Sky Wave's new gin evokes the taste of exotic adventures

Sky Wave Gin has launched its first new gin of 2021: Orange and Madagascan Vanilla Gin (40% ABV). They have taken their exceptional Signature London Dry Gin – crowned the World's Best Contemporary Gin 2020 at the World Gin Awards – and created a delicious cutting edge expression.

Sky Wave Gin's master distiller, Andrew Parsons, spent 12 months developing the new gin; the result of his meticulous work is a perfectly dry and juniper-forward gin, which is definitely a fruit gin for the adults.

Created only ever with fresh oranges, the zest and orange segments are steeped in Sky

Wave Gin's Signature London Dry before being crushed to extract their zesty, alcohol-infused juice. It is this juice that brings a touch of natural sweetness to the gin (the company doesn't use sugar or artificial sweeteners).

The Madagascan vanilla, sourced directly from the growers on this tropical paradise, delivers a warm, indulgent creaminess. Whether served with mixers, as part of a cocktail or enjoyed on its own, this luxurious spirit is a very refreshing tippie.

Commenting on their new gin, Andrew Parsons said: "This gin hints at adventures in balmy, exotic places, which we all yearn for but which have been unreachable for too long."

Sky Wave Gin founders and distillers, Rachel Hicks and Andrew Parsons, were inspired to launch what has become an award-winning range of gins in 2018. As life-long gin drinkers they couldn't find their perfect gin, so they decided to make it themselves.

Since 2020 the distillery has been awarded 15 international medals and Andrew was shortlisted for the prestigious title of World's Best Master Distiller, in



the Icons of Gin category at the World Gin Awards 2021.

Sky Wave Gin creates all its artisan gins by hand and with passion. Every stage of distillation, bottling and packaging is carried out in their boutique distillery, based at the beautiful Bicester Heritage site in Oxfordshire, the home of historic motoring.

With the Covid-19 restrictions continuing to ease, let's hope it's not too long before we can all go on our own exotic adventures.

For more information visit:
www.skywavegin.com



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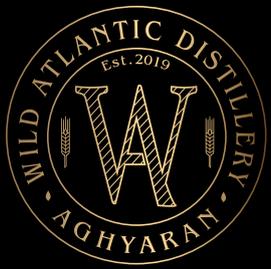
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Distilled and bottled in the UK, STRYKK™ is a London-based non-alcoholic spirits brand featuring an impressive range of high quality alternative alcohol options.

Their new ready-to-drink cans, which launched in April 2021, are tapping into the increasingly popular spirit mixer combinations with zero alcohol and are especially appealing to the more health conscious consumer. A 250ml can contains just 18 calories, with an ABV of 0.5% and no added sugar. They are also vegan and gluten free.

There are currently two varieties of the new STRYKK™ ready-to-drink range: **NOT G*N & TONIC** and **NOT R*M & COKE**.

STRYKK™ was the first non-alcoholic brand to replicate the flavour and attitude of the mainstream spirits, and is once again leading from the front, by introducing no alcohol ready to drink options.

Their carefully crafted production process doesn't include sugar, fat, carbs or artificial flavourings, yet their alcohol-free drinks deliver the characteristic taste that you would expect from a traditional spirit.

STRYKK™ sources its ingredients from around the world by their in-house experts and are developed in conjunction with the UK's leading mixologists, to ensure the end result is authentic.



The chosen ingredients go through a rigorous process mirroring that of traditional alcohol production, involving maceration with water and alcohol for up to four weeks.

STRYKK™ then uses a modernised production process of steam distillation in stainless steel stills, followed by blending and filtration to create the perfect non-alcoholic spirit. ➡



Alex Carlton is the founder of STRYKK™, which first launched in 2018. Previously, he founded Funkin Cocktails in 1999, which he created and developed after identifying the growing trend for all natural and fresh products in the cocktail market.

Funkin is the UK's brand leader in cocktail purées and mixers and available in over 30 countries. Alex left Funkin in 2015 after its sale to AG Barr, owners of Irn Bru, Rubicon, Ka and Rock Star Energy Drink.

www.strykk.com





SELECTED INDUSTRY EVENTS AND EXHIBITIONS TAKING PLACE THIS YEAR



The Source Trade Show
8-9 June 2021

• If you have a serious interest in speciality foods, quality drinks, profitable catering and inspired hospitality, you cannot afford to miss the Source trade show.

The Source is the South West's biggest and best show of its kind for good reason. No other event serves up such a rewarding and valuable mix of comparative tastings, innovative ideas, networking opportunities and inspirational experiences.

Taking place at the start of June 2021 this well-established event is the ideal way to give your business fresh momentum as you gear up for the new season.

<https://thesourcetradeshow.co.uk>



Low2No Bev Show
9-10 June 2021

• Low 2 No Bev Show is a brand new - and unique - dedicated trade event to give the sector its own voice and support its future growth.

It will be the must-attend event for anyone who sources and buys low and no-alcohol beverages across retail, hospitality, convenience and the on/off licensed trade.

At the expo, you will engage in person with key decision-makers and companies in low and no-alcohol, reinforce your brand and point of difference in this growing market, build your contacts from an industry guest list packed full of drinks industry professionals.

www.low2nobev.com



PHOTO: THESOURCETRADESHOW.CO.UK





Food & Drink Expo
5-7 July 2021
NEC Birmingham

- The UK Food & Drink Shows are an opportunity to celebrate the return of exhibitions across food development, grocery, manufacturing, specialist retail, wholesale and foodservice.

The NEC Birmingham will be the focal point, where the Food & Drink Expo will run alongside The Ingredients Show, Foodex, National Convenience Show, Farm Shop & Deli Show and The Forecourt Show.

www.foodanddrinkexpo.co.uk

IDE (The International Drink Expo)

9-10 November 2021
ExCel London

- Billed as the ultimate drinks event, IDE connects hospitality professionals with the innovations from drinks producers from across the globe to help boost their ROI, maximise their revenue and boost their drinks sales.

www.internationaldrinkexpo.co.uk



PHOTO: WWW.LEISUREF&B.CO.UK



Leisure F&B Expo 21

10-11 November 2021
NEC Birmingham

- The Leisure F&B Expo provides businesses with a unique chance to expand, by showcasing their newest products and services on offer.

The event provides opportunities for all, whether you're:

- An industry expert looking to make that new investment;
- A small business looking to pitch themselves to a larger company;
- Interested in branching out.

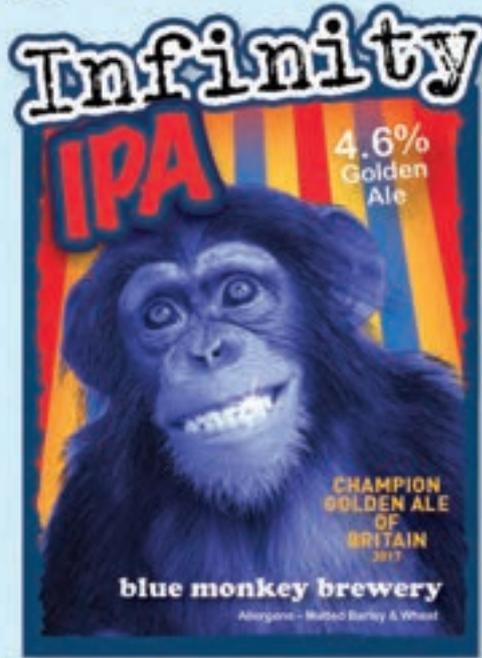
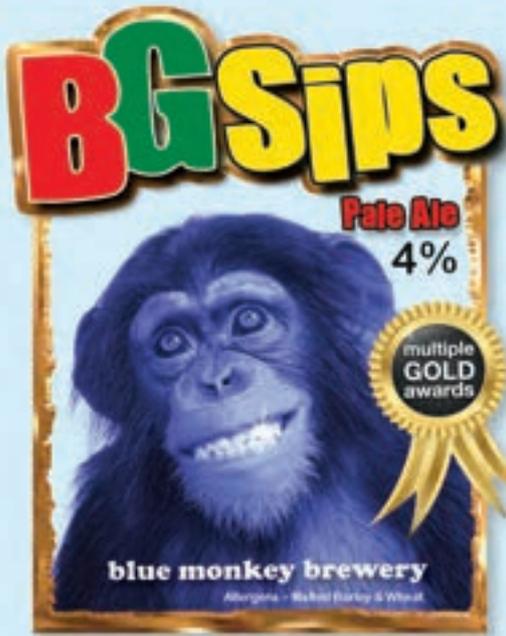
The Leisure F&B Expo brings all the big names within the leisure and hospitality industries together, in one place and helping you to stay on top of the latest development in the food and beverage sector.

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Reviews

Since launching the new magazine in late 2020 we have been sent a number of press packs including product samples, two of which we have included in this first issue.

In future issues we want to make the review section more meaningful and relevant - to provide prospective buyers with an unbiased opinion and to do justice to the producers we are helping to promote.

Taste is very personal, so what we might like here at **Hand Crafted Drinks Magazine** may not appeal to you, but we will give you our honest opinion of the samples that we are sent to review.

Ramsbury Single Estate Vodka

Earlier this year Ramsbury Single Estate Vodka was named as the Best Spirit of the Year and best Vodka of the Year award at the 2021 London Spirits Competition, where judges were falling over themselves with praise: “Sweet aroma with marshmallow notes”, “creamy body with interesting milk chocolate notes”, “malty and rich on the nose”, “A sublime product!”

Combined with a quality mixer we found this vodka to be very smooth and highly quaffable; on its own or simply over ice, its true nature came to the fore. The vanilla aroma welcomes you and then there’s the taste. On the palate it is warming with hints of dark chocolate and the almost creamy finish gives way to a satisfying heat.

Prior to sampling the vodka we were impressed with the shape and feel of the bottle, along with Ramsbury’s iconic branding and minimal labelling – with everything you need to know about the product being well laid-out (including all statutory information).



DrinkWell IPA

Cheshire-based DrinkWell is a drinks retailer specialising in low calorie alcoholic drinks, which recently launched its own IPA - Heracles IPA - to spearhead their lower calorie and low carb beer portfolio.

We received the Heracles IPA press pack, which included a bottle of DrinkWell's new IPA, a branded bottle opener and branded glass, which arrived in a DrinkWell IPA-branded box (no plastic in sight).

The quality of the press pack and its consistency with their brand identity was excellent; their campaign was very well executed and memorable.



As for the drink itself, we were very impressed – a delicious, classically brewed IPA at 4.1% ABV, but only containing 99

calories and 3g carbohydrates per 330ml bottle.

It seems that you can have your cake and eat it after all.

A graphic advertisement for Werewolf Beer. The text 'AN AMERICAN BREWERY IN LONDON...' is written in a bold, black, sans-serif font on a white background. To the right, 'LONDON'S NEWEST BREWERY' is written in a similar font on a red, brush-stroke background. The central focus is the brand name 'WEREWOLF BEER' in a large, stylized, black and white font with sharp, jagged edges. Below this, the website 'WWW.WEREWOLFBEER.COM' is written in a smaller, black, sans-serif font. At the bottom, 'COMING SOON TO CAMDEN TOWN!' is written in a bold, black, sans-serif font on a red background. To the right of this text are social media icons for Facebook, Twitter, and Instagram, with the handle '@WEREWOLFBEER' written above them.



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