



INSIDE

NO STRANGER TO SUCCESS FOR NEW BREWERY OWNER

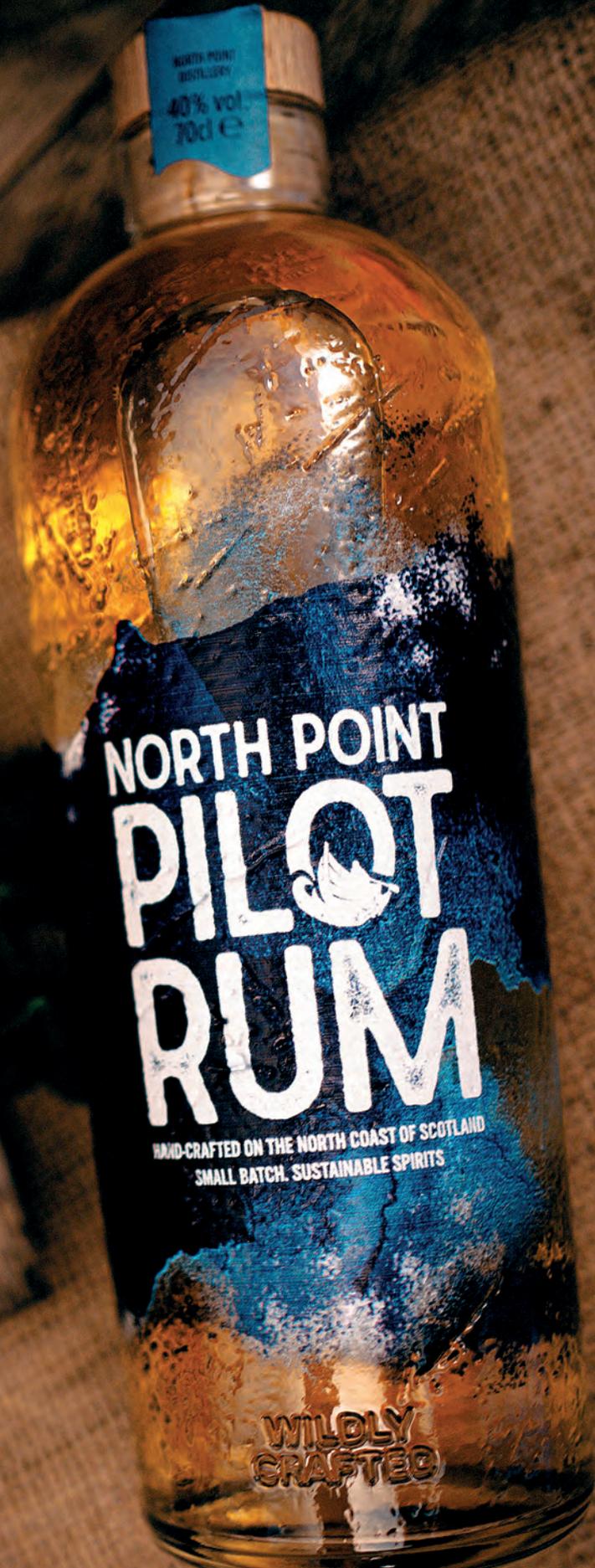
MARKETING MATTERS: THE BENEFITS OF TABLE SERVICE

MEET THE OWNERS OF A TRULY HAND-CRAFTED COMPANY

Issue 2 | July 2021 | handcrafteddrinks.com

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ISSUE 2

CONTENTS

- p.6 The Spirit of Wales
- p.8 Strangers Brewing
- p.10 Smuggled from Cornwall
- p.13 Garnishes: Beyond ice and a slice
- p.14 Marketing Matters
- p.16 Charities we support
- p.18 News round-up
- p.23 St. Clement Gin
- p.24 The rise & rise of rum
- p.26 Abingdon Gin
- p.30 Lost Loch Spirits
- p.32 At home on the Calancombe Estate
- p.34 Dunham Press Cider
- p.38 Deerness Distillery
- p.42 G&T reader offer

Welcome

On Monday 19 July – or ‘Freedom Day’ to many – England finally witnessed the end of the majority of COVID-19 restrictions and life started to return to pre-pandemic normality.

But, with the increases in the number of cases of the delta strain of COVID-19 we are all being asked to remain vigilant.

That said, there are now no limits on social contact – no more ‘rules of six’ – and no limits on the number of wedding guests or mourners at funerals.

Gone are the compulsory face coverings – although the advice is that people can choose to wear a face covering in confined or crowded places – and you will be able to once again order drinks at a bar (the subject of an article in this issue).

Those that were working from home will have returned to the workplace, which should be helping to boost sales in sandwich shops, cafés, pubs, bars, restaurants and hotels.

The UK holiday sector has been buoyed by a surge in bookings. This can only good news for the suppliers of the hospitality industry, including the artisan and hand-crafted drinks sector, which has witnessed a dramatic reduction in demand over the last 18 months.

Anecdotal evidence from the food and drink sector suggests that the removal of the COVID-19 restrictions was always going to be essential to help the leisure and hospitality industry to return to pre-pandemic levels of business.

It is too early to say how quickly the leisure and hospitality sector will continue to rally, but the signs are positive and there is much to look forward to.

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The Spirit of Wales

The Spirit of Wales Distillery was launched in February 2021 by **Daniel Dyer**, who started distilling spirits as a hobby having been inspired to try his hand at producing spirits having visited various distilleries across Europe and North America.

In 2009 Daniel discovered his passion for gin and together with his understanding of botanicals, hedgerow fruits and fermentation he started experimenting in his mother's kitchen. When he wasn't in the kitchen he was reading books about distilling and now he is delighted to be working full time producing his own range of gins, vodkas, rum and 'concoctions' – a term Daniel uses to describe his experimental spirits.

Although living in Cornwall he often visited his grandparents in Wales, where he always felt at home and was the natural choice to base his new company.

Head distiller, James Gibbons, who also has Welsh roots, works with Daniel to create their spirits. James, who planned to become chemical engineer, initially worked

around Europe distilling flavours, but returned to be with his partner in Newport, where the distillery is based.

The company's aim is to produce affordable premium spirits that embody their Celtic roots and Wales' industrial heritage of steel production and coal mining, agriculture and fishing.

For Daniel, it's all about creating something to be proud of that conveys a sense of place: "We want to create a range of premium spirits inspired by the people of Wales. The fiery passion of the Welsh people is found in every bottle of The Spirit of Wales, with a shot of sweet determination and a drop of fire inspired by our dragon."

Daniel and James started the distillery with no pre-conceived ideas – they simply wanted a space where they could experiment and conjure up flavours. Being a small start-up company they were able to experiment, both logically and creatively, to establish a range of world-class spirits – all with a Welsh twist.

It is this mix of quality and creativity reimagined from the Welsh lovable rogue, poet W. H. Davies, who saw the delight in the mundane to express his genuine spirit.

The company consistently aims to push the boundaries and create something new that encapsulates a moment in time and a piece of history through their spirits enjoyed today.

The distillery also has a space to welcome customers, as James explains: "People can visit us at our speakeasy-inspired distillery, reimagined from the perspective of the coal and steelworkers who built the tremendous industrial hubs of Wales, like our beloved Newport. Inspired by the rawness of industry, our team has created a place for you to taste and share the Spirit of Wales."

Although the company only started producing earlier this year, Daniel and James have been busy and they already produce a range of spirits under three main brands, including: Steeltown (vodka and

dry gin); Spirit of Wales (white rum, blueberry gin, dry gin, vodka and spiced rum) and Dragon's Breath – an oak-aged premium speciality spirit that captures the spicy fire of the dragon.

The Spirit of Wales Distillery is also able to help people bring their craft spirit ideas to life. The company's Welsh spirits can be bottled as a private label brand for sports teams, businesses, charities or any other organisation. With their custom spirit offerings, people can make their craft spirits become a reality.

They welcome enquiries from anyone who is serious about entering the artisan and hand-crafted spirits market.

As for quality of the spirits produced, here at the office we have tasted all of the Spirit of Wales Distillery's range and can safely say that they were all enjoyed both as a sipping gin, vodka and spiced rum, but they worked equally well with quality mixers.

www.spiritofwales.com

THE SPIRIT OF WALES RANGE

Steeltown Gin

■ A contemporary dry Welsh gin, which combines citrus sweetness and spice to produce a perfectly balanced gin, which delivers fresh citrus notes and a welcoming juniper flavour.

Steeltown Welsh Vodka

■ A contemporary blended grain vodka with complex earthy cereal and zesty pepper notes.

Enhanced by delicate citrus, with expressive hints of soft vanilla and crushed black peppercorn.

Dragon's Breath Spiced Rum

■ A speciality, spiced Welsh rum spirit ignited with light spice from the red dragon (Y Ddraig Goch). The new rum is distilled in Newport and created for the passionate people of Wales and beyond.





Start Up Success

Strangers Brewing Co will be brewing from eco-friendly Narrowboat Farm

On 5 July 2021 a new microbrewery was launched in Linlithgow, West Lothian, by former management consultant, Brett Welch.

As a business consultant Brett has worked on a wide range of projects where he specialised in organisational development – a skill that he knows will be essential in helping to develop and grow his new business, Strangers Brewing Co.

The decision to take the plunge was taken during the lockdowns when he had that “it’s now or never” moment and is now relishing the challenges of this exciting new chapter in his life.

Operating from an eco-friendly



base in a former vegetable shed at Narrowboat Farm, Brett will be producing hand-crafted beers, lagers, pale ales, bitters, red ales, porters and stouts, along with specials that will be influenced by the seasons and locally foraged ingredients.

Strangers Brewing Company is currently in the development stage, where recipes and ingredients are being tried and tested, with the aim to have the brewery fully operational before Christmas.

Early in 2022 customers will be able to join a members community, which will provide them with a monthly beer subscription, and this summer there will opportunities for customers to become involved

with the brewery when Strangers Brewing Co launches its crowdfunding campaign.

The crowdfunding campaign will help raise the funds for more equipment and to convert existing farm ponds into a wetland habitat, which will help manage the drainage from the brewery.

Raising funds from people who are keen to become part of the brewery's success is important to Brett, as he explains: "We wanted to make beers that people would really enjoy, in a way that's well rooted into the local landscape and the local community. Strangers will be a sustainable company, and will give back to the farm where we're based.

"Every customer who becomes a member, by subscribing to the monthly beer deliveries or supporting the crowdfunding campaign, will be invited to share feedback and suggestions for future beer specials."

Commenting on the name of the brewery, which was inspired by the Linlithgow's motto: "St Michael is kind to strangers", Brett said: "The name is meaningful to us, because the way we've set up our business is to invite everyone to be a part of it - they're strangers no more. We know that people appreciate great beer with genuine local provenance, and they'll be in good company here."

With an ethical philosophy, a passion for brewing and a clear focus to deliver truly sustainable products we are sure that anyone who meets Brett as a stranger will leave as firm friends.

Crowdfunding Campaign launched

Strangers Brewing Co. has set up a crowdfunding campaign to help launch their commercial operation later this year. As well as raising money for the project, they want to use this as an opportunity to build a genuine community and to give their supporters: "an opportunity to be part of something incredible".

Support from the campaign will enable the company to buy equipment needed for the microbrewery; to create a new wetland habitat to help increase the farm's biodiversity and to plant fruit trees to provide local ingredients for the beers and create more habitats for wildlife.

As well as rewards including the 'beer for a year' prize draw, branded beer glasses and cases of 'first batch' beer, there is also an exclusive Founding Member reward. Limited to 100 people, members will be invited to exclusive founders-only tasting and feedback events to input into the business as it grows; they will get discounts and will be the first to be offered new beers.

There are also rewards that should appeal to the environmentally minded. Supporters can choose to donate to plant a tree on the farm, or to ensure their donation is used to create the new wetland habitat on the farm.

For more information and to support the campaign visit: www.crowdfunder.com/strangersbrewing



Smuggled from Cornwall

Smuggled from Cornwall is a unique collaboration between Cornwall's oldest cider maker, Hays Farm and Cornwall's first plough-to-bottle distillery, Colwith Farm Distillery.

The two farmers, Bill Cole and Steve Dustow - from Hays Farm and Colwith Farm, respectively - are located on either side of the Fowey River in Cornwall.

The idea to collaborate was first discussed when Bill and Steve shared a stand in the Flower Pavilion at the Royal Cornwall Show in 2015.

Although they have different farming backgrounds - apples and cider, potatoes and distilling - they realised that they both shared a passion to respect the integrity, heritage and history of their farms.



Cider has been made at Hays Farm since the 13th century using only apples from their farm and neighbouring orchards. They have over 40 different types of apple, some of which are unique to Hays Farm. They produce a high quality traditional cider, which is made using apples that are pressed through straw; using only wild yeasts the cider is fermented in wooden barrels.

At Colwith Farm, they produce their own base alcohol rather than buying in mass-produced ethanol. Everything is delicately produced from scratch, on a single estate, guaranteeing authenticity and quality.

Their spirits are made from potatoes grown on the family farm and they travel less than five miles from field to bottle. Not only does this reduce their carbon dioxide emissions, it ensure that they are using the freshest potatoes at the very start of the distillation process.

Under the Smuggled from Cornwall brand, they now have a fleet of spirits, including Smuggled from Cornwall Gin, Vodka and Rum.



www.smuggledfromcornwall.com

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There's more to garnishing drinks than ice and a slice

It wasn't that long ago that the main option for adorning drinks was the ubiquitous ice and a slice, which seemed to be the only option for anything from sparkling water to gin and tonics. If you were having an exotic cocktail, there may well have been a glacé cherry and a cocktail umbrella, but generally the visual appeal of many drinks was uninspiring.

But, thankfully, things have moved on and in this issue we're delighted to have the views of Sarah Roads who runs Stamford-based The Zest Co – a company that is one of the leading independent providers of dried fruit garnishes.

When it comes to cocktails, Sarah argues that: "Garnishes are more than decoration added to the rim of the glass for a bit of flash showiness; choose the right



garnish to complement your tipples and it can add character and style to any mixed drink."

For serious gin drinkers, grapefruit remains a consistently popular garnish, according to Sarah, although her company is getting through a lot of oranges at the moment: "I can't seem to get them processed quick enough; as soon as they're packaged they're being sent out, often in multipacks."

The Zest Co's tropical fruits garnishes are less popular this year

than 12 months ago, and orders for pineapple, kiwi fruit and some of the red berries are also not in demand, but Sarah largely puts this down to those fruits still being freshly available.

Commenting on future trends in the garnishes market, Sarah said: "I am currently experimenting with pears and have sent some out as samples for feedback. I am planning to develop an Orchard Mix of red flesh apples, more traditional varieties and pears that we will launch later in summer."

Sarah has also witnessed the recent trend for low and no alcohol drinks, a sector that The Zest Co is also now supplying.

Sarah would welcome feedback from drinks producers, so don't hesitate to get in touch to request samples via their website www.thezest.co.uk

Why dried fruit garnishes?

■ The idea began as all the best ideas begin, with a family discussion over a glass of gin. Someone mentioned how it seemed such a shame to waste a whole lemon for the sake of a few slices with your drink.

Then someone else said they had seen dried, sliced fruit offered for sale to the crafting market for making Christmas decorations. The question was asked: if you can use dried fruit for making wreaths, couldn't they be used in cocktails?

The answer was 'yes' and the rest, as they say, is history.





MARKETING: ARE YOU BEING SERVED?

Over the last few months in the trade press there have been complaints from the hospitality industry arguing that the enforced table service has increased costs and has impacted on profitability.

But, despite the restrictions on table service having been relaxed on 19 July, is there a silver lining to this particular cloud?

Long before COVID-19, I always thought that table service was the way forward for coffee shops, bars and pubs. Restaurants – except carveries – already provided table service, but for most other hospitality venues the pre-pandemic situation was that you had to stand in a queue and wait to be served.

Even when the coffee shops and cafés were allowed to re-open following the third lockdown the experience hadn't really changed – you still had to queue for your coffee whether you were eating in or ordering a take-away.

With the table-only service diktat having now been removed, we're all back to having to fight our way to the bar or queue up like you're waiting in line for a school meal.

Of all the high street coffee chains, Starbucks has tried to personalise the process of queuing, ordering and then waiting for your hot beverage, by asking for your name that they write on your cup. But, however they dress this up, you're still waiting in a queue.

If you're on your own it isn't that much of a problem waiting for your drink, especially when you want a take-away coffee, but if you have a laptop and need to do some work, have any shopping or you're with a young child, you're only going to have the one drink. With no table service you won't want to leave anything at the table whilst you go and queue again.

With table service, however, you would be more likely to have another drink and you might be

tempted to eat something; either way, the spend-per-customer should increase. If a customer didn't want another drink they might be subtly encouraged to leave and make room for more paying customers.

So, having witnessed enforced table service, which I thoroughly enjoyed, what if coffee shops and, in particular, pubs and bars had staff focusing on specific elements of the serving process? It would be possible to serve the same number of customers with no additional staff.

Bartenders and baristas would focus on preparing the drinks, freeing up the waiting-on staff to take orders, serve the customers and take payment.

With this division of labour you would have waiting-on staff constantly patrolling the venue; they would notice when customers were getting towards the end of their drinks and could ask if more drinks were



required. They would also be able to remove empty glasses from tables, as before, and their increased visibility would help customers to re-order if they wanted more drinks or food.

If customers were having drinks around midday or early evening there would be the chance to offer menus; not all, but some customers would eat who might otherwise have walked out, helping to further boost the spend-per-customer for no additional staff costs.

From my own experience of visiting pubs and bars in recent weeks, the table service definitely does encourage people to re-order and re-order more frequently. I had another drink when asked if I would like to order anything else, when under previous conditions I would probably have left the venue.

Again, from anecdotal experience, the various people I have spoken to on this subject by far prefer table service; it is much more relaxing to order at your table, especially if you're in a group – there's nothing worse than having to navigate your way back to a table with a tray laden with drinks.

The global pandemic has had a severe impact on the leisure and hospitality industry, and the road to recovery is going to be slow – even now that the government's COVID-19 restrictions have been fully lifted.

But, if companies can turn some of the table-only service restrictions into a positive the customers will have an even better experience and the tills would start to ring a lot more often.



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Here at Hand Crafted Drinks Magazine, we know that the recent lockdowns 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

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NEWS *Round-up*



Small batches, but perfectly formed

►►Bideford-based **Atlantic Spirit Distillery** prides itself in producing only 240 bottles per batch, each of which is hand-crafted in their alembic copper pot stills.

The owners of the distillery are passionate about gin and creating new and complex botanical flavours, using locally-sourced ingredients and Tarka Springs water – collected a few miles away from the distillery.

Their gin is made using traditional gin basket infusion to create delicate, pure flavours and each bottle is part of a small batch, ensuring that they deliver a truly hand-crafted, artisan gin.

The company produces six varieties of gin, including: #1 Hibiscus, #2 Lemon & Thyme, #4 Lundy Gin, #5 Thai Basil and #6 Laver Gin, although according to their website



there is always something in development. We look forward to hearing when #7 is launched.

www.atlantic-spirit.co.uk

Success for Withers Gin

►►Recognised at the 2021 Gin Guide Awards, 'G1' is **Withers Gin's** first of the 'G' Gin Collection – an exceptionally smooth and well-balanced 40% ABV London Dry Gin. G1 is presented in a beautifully designed premium glass bottle, screen printed, with a glass stopper.

G1 takes its flavour solely from the distillation process, which makes it a true London Dry Gin with none of the colours or sugars often found in flavoured gins. Instead, it features the heartsease flower, alongside juniper, pink grapefruit zest and five other botanicals – the result is a London Dry Gin packed with flavour.

www.withersgin.co.uk



Reaching new heights

►►Over the last two years Nick Malaczynski has been busy setting up his new start-up company, **Shivering Mountain Distillery**.

Set in the heart of the Peak District National Park, the distillery – named after Mam Tor (a 517m hill near Castleton whose name means Mother Hill) – produces two gins: Premium Dry Gin and Premium Pink Gin.

Nick, who has worked in finance for over 25 years, took his time developing the brand identity, refining the gin and sourcing the right bottle. He sought the advice of Jamie Baxter, a renowned master distiller, who helped set up the operation and guided Nick through his first distillation.

The distillery currently produces 500 bottles a week, with Nick responsible for filling, labelling and capping each bottle, although he has the capacity to go up to 1000 bottles a week, as demand dictates.

The start-up distillery is based in a building next to his house, which will limit the company's

growth potential; ideally, Nick would prefer to be based in premises with better access, which could also incorporate a bar, shop and a space for events. www.shiveringmountain.com

New look for Rule Gin

►► Peebles-based **Bloodline Spirits**, the producers of Rule Gin, has recently launched their new website, which incorporates a new brand identity and new bottles.

Using the finest ingredients, distilled using their extensive family knowledge, they have hand craft their gin in the heart of the Tweed Valley.

Rule Gin is a modern and traditional gin, elegantly rolled into one: it is smooth, fresh and delicate, and a spirit that people come back to again and again.

www.rulegin.co.uk



A rare find

►► Wayne and Jack Munday are the father-and-son team that launched **Fossil Coast Gin**, whose gins take inspiration from the Jurassic Coast of Devon and Dorset.

Both of their new gins – a London dry gin, called Lime Stone, and a berry-flavoured gin, called Red Bed – are named after a fossiliferous rock type found along the 95-mile Jurassic coast.

Along with the two new gins, the company also offers a choice of garnishes and delicious ammonite-shaped Belgian chocolates.

Fossil Coast Gin's core values are sustainability and traceability, which includes using packaging that is 100% recyclable and why their base alcohol is derived from sugar beet – a 'break crop' that helps to reduce disease, improves soil health and also reduces weeds and pests.

www.fossilcoastgin.com

Shaken and stirred

►► The Bottled Cocktail Company was established in north London in 2020 by a group of friends who are passionate about cocktails and flavours.

With over 20 years of combined experience in drinks development, brand strategy and hospitality

management, they worked for some of the best bar concepts in London, as well as successfully creating and launching spirits brands in the UK market.

They take inspiration from the mixology, perfumery and culinary industries to create a mouthwatering range of bottled cocktails, using techniques and ingredients that aren't common behind the bar, to bring to life exceptionally smooth, well-balanced and delicious cocktails.

Their range is available for delivery across the UK and they also provide private label cocktails service, drinks development consultancy and event management.

www.bottledcocktailcompany.com





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NEW SUMMER GIN FROM AWARD-WINNING LAND OF SAINTS ORGANIC GIN DISTILLERS

Having won Gold at the 2021 Taste Of The West Awards, Land of Saints Organic Gin launched their new **St. Clement Gin**, adding to their award-winning range.

They also opened England's first biodynamic distillery in Ponsanooth – Black and Gold Organic Distillery, which has been certified organic by the Biodynamic Association Certification. From their new state-

of-the-art facilities the company will be able to supply customers around the world.

2009 MasterChef Winner, Mat Follas, developed their St. Clement gin and officially opened their new distillery on 21 June 2021. He is a forager, international cider judge, award-winning chef and wild gin maker. Commenting on the St Clement Gin Mat said it: "will provide a taste of summer, everyday."



The company is the only gin company approved by the Organisation for Responsible Businesses and as a Social Enterprise it is also a partner with Sir David Attenborough's charity, Fauna & Flora International, the world's oldest conservation organisation.

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

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The renaissance of rum

With over 200 brands of rum available in the UK – up from just 50 in 2006 – the renaissance of rum has been well and truly established. Rum now ranks alongside whisky and gin as one of the UK's favourite spirits, but what does the future hold for this spirit?

We invited a number of rum producers to give their perspective on this growing market, including North Point Distillery who are based in Forss, near Thurso.

For **Laura MacKenzie**, marketing manager at North Point Distillery, the global market for rum is witnessing a meteoric rise in popularity, especially in the UK, European and North American markets. This rise in growth can be primarily attributed to the versatility and flexibility of rum as a spirit category, both in pricing and in sub-genres of this sugar-based spirit.

Whether it is navy-strength, un-aged, golden, amber, aged, or spiced, rum has a broad appeal and caters for an incredibly varied selection of tastes.

According to Laura, the rise of rum's popularity is a two-sided coin. On one side is the emergence of a premium aged rum category and the other side is the more financially accessible and volume based spiced and mixed rum category.



In the UK there has been tremendous growth in the cask aged and premium blended rums – with producers creating distilleries and brands that are keen to educate the increasingly knowledgeable consumer base.

In promoting rum as the drink, Laura sees many companies taking cues from Bacardi's adverts that ran in the 1980s, which closely associated rum with having a good time.

Spiced rum and cocktail focused brands are starting to reach stratospheric levels of growth because of their approach for driving sales, which focuses on providing the right product at the right price to the demographic being targeted.

Whichever demographic is being targeted, it is clear that rum is now firmly on the map and will continue to gain popularity, but even though the sales growth of gin is not predicted to reach anywhere near the numbers that gin has achieved.

At its height of popularity in 2016, gin enjoyed global revenue growth of 41%, whilst rum in the same year reported a negative growth of 3%. Projecting forward to 2023 the figures are 4% and 9% respectively, with rum already declining from the previous year, when it is projected to have grown by 10% in revenue terms.

When asked why rum is going to be so popular, Laura explained that rum, like whisky, has a long history and provenance, but also has the ability to be accessible and playful, like gin.

North Point Distillery's range of rum caters for both sides of the rum coin. Their Pilot Rum is a young aged rum, distilled using Bajan rums as inspiration, before spending at

least six months in Highland Whisky casks. This gives this award-winning rum a smoky finish with a distinctly Mt. Gay like front of mouth taste.

Designed for a younger audience, their Spiced Rum is the result of the distillery's creativity; using 21 different spices and botanicals that are Fairtrade certified and organically sourced to create an award-winning spiced rum that is smooth enough to be enjoyed neat, or served as an interesting base in cocktails.

Whilst rum is different from almost any other spirit that can be distilled today, with endless options for flavours and varieties, Laura sees the pitfalls that can trip up smaller distilleries: the near limitless options for rum means that a company could produce something so niche that it simply fails to sell.

The safer bet for craft premium side of the market is to produce a smaller range of at least an aged offering (for the more discerning buyers) and a spiced rum (for a younger demographic and volume sales), possibly a niche older aged or navy strength rum for

aficionados with deeper pocket, looking to add to their collection.

In 2019 3 Lids Rum started producing Lost Dock Rum – Liverpool's only spiced rum that celebrates the city of Liverpool and its seafaring heritage. The owners of the company are also witnessing a surge in demand for rum and are delighted to be a part of the revival of this increasingly popular spirit.

Sussex-based Harley House Distillery recently released their Prohibition Rum range in response to the growing popularity for artisan rums, which includes four varieties: spiced, white, golden and pineapple.

As head distiller, **Adam Cowley**, explains, they start the process at the very beginning: "We take spring water and mix that delicately with Caribbean sugar in our distillery; we create a delicious base spirit that is then stored in bourbon barrels for at least six months before being delicately filtered and occasionally and vibrantly flavoured to create a series of spirits that are enjoyed in speakeasies worldwide and would make the rum runners of the 20s prohibition era proud.

What exactly is rum?

Rum is a distilled liquor made from sugarcane products, usually produced as a by-product of sugar manufacture. It includes both the light-bodied rums, typified by those from Cuba and Puerto Rico, and the heavier and fuller-flavoured rums of Jamaica, which are always blended and are aged for at least five to seven years.

The first record of a drink referred to as 'kill-devil' or 'rumbullion' were found in Barbados dating back to 1650, but by 1567 this spirit was simply referred to as 'rum'.

Rum was inextricably linked with the slave trade of the American colonies, which involved a three-way trade between Africa, the West Indies and the United States. Slaves were brought from Africa and traded in the West Indies for molasses; the molasses was used to make rum in New England (where it has been produced for over 300 years). The rum was then taken back to Africa and traded for more slaves.

In rum-producing countries rum is usually enjoyed straight or over ice, but elsewhere rum is usually consumed in mixed drinks. Light rums are preferred for cocktails, including the daiquiri and dark rums are preferred for tall drinks as the Rum Collins.





Abingdon Gin

In true David and Goliath style, **Jordan Morris** who single-handedly runs **Abingdon Distillery**, put his original gins up against some of largest distilleries in the world.

In less than a week, Jordan's Single Malt-aged gin scored 95/100 at the International Wine & Spirits Competition (IWSC) and took first place; at the Gin Masters competition his Port cask-aged gin was awarded gold.

Commenting on the recent awards, Jordan said: "I was up against some of the biggest distilleries in the world. I was quite overwhelmed by it; I was not expecting it [to win] at all."

Although Jordan was delighted to accept the awards, the last 12 months have

presented many challenges. Bars, pubs and restaurant that stocked his gins closed and he became reliant on the retail side of his business.

Jordan – who worked in the hospitality sector for over ten years – acquired the distillery in August 2020 from the founding owner who emigrated to Canada. He admitted that it has been a major project for him to take on and it has been a steep learning curve, but stated that overall it has been fun.

However, when he took on the business Jordan found that



he was facing a crowded gin market and needed to produce something that would offer a real point of difference: “The gin market is quite saturated, there is a lot of fruit stuff going on. The supermarket aisle for gin is bigger than the bread aisle [so] you have to do something different.”

The inspiration for the unique selling point came from his enjoyment of whisky, rum and wine, which got him thinking about ageing gin. Jordan decided to experiment with a cask ageing programme that involves finishing gin in different barrels that had previously been used for rum, wine or whisky.

Having imported barrels from across Europe he used his London Dry gin as a starting point and was impressed with the results: “One gin goes into three different barrels and three gins come out at the end. It is remarkable.”

As the country continues to emerge from the recent lockdown Jordan is looking forward to this summer; Abingdon Distillery will be at Oxford’s **Foodies Festival** over the August Bank Holiday and at Pub In The Park St Albans, which takes place over the weekend of 10-12 September.

Jordan is also looking for larger premises for his distillery, where he would like to incorporate a retail unit, run gin experiences and offer tours of the distillery.

www.abingdongin.com



The Cask Series Range

SINGLE MALT WHISKY CASK-AGED GIN

■ Introducing the first of three releases from their ‘Cask Series’ range. They have laid down their signature London Dry gin in ex-single malt whisky casks from Speyside, Scotland.

This ageing process has produced an amber coloured gin with an increased level of complexity and flavour.

Candied stone fruits and lemon dominate the nose with soft vanilla and a spiced finish on the palate.

PORT CASK-AGED GIN

■ The second release from their ‘Cask Series’ range. They laid down their signature London Dry gin in ex-ruby port barrels from Portugal.

This ageing process has produced a ruby coloured gin with an increased level of complexity and flavour. Sweet red fruit notes with soft vanilla.

Serve tall over ice with a classic Indian tonic water and garnish with fresh orange peel or strawberry. Sip neat to explore the complexity of this gin.

MADEIRA CASK-AGED GIN

■ The final release from their ‘Cask Series’ range. They have laid down their signature London Dry gin in freshly dumped ex-Madeira wine casks from the island of Madeira.

These casks have previously aged medium-rich dessert wine, taking on the sweet & spicy characteristics of the fortified wines.

Raisins & toasted caramel dominate with faint orange on the nose. Dry with juniper and Christmas spices on the palate. Very warming finish with subtle almond and vanilla.

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Lost Loch Spirits

Lost Loch Spirits was founded by Peter Dignan and Richard Pierce in 2017. With a passion for history as well as distilling, Pete and Rich are proud to be a part of a legal, modern-day resurgence of craft distilling on Royal Deeside.

Lost Loch Spirits is home of Scotland's first Absinthe and Aberdeenshire's first spirit school.

The Lost Loch Spirits infamous Spirit School was recognised as the best tourism experience at the North East Scotland Food & Drink Awards 2020. The judges said; "This is a unique, immersive and hands-on visitor experience. From the





hand crafted bar to the inclusion of local produce in the lunch provided. The judges felt that visitors would come away feeling they really had a great experience.”

Micro tours are priced at £25 per person and the spirits school is £125 per person - access to Lost Loch Spirits’ botanical library.

Lost Loch Spirits eeNoo gin was awarded a Masters Medal from The 2020 Global Spirits Masters – the world’s most highly regarded series of blind tastings competitions.

Throughout 2020 Lost Loch have seen a growth in contract spirits, welcoming rum, vodka, gin and non-alcoholic creations to their contract portfolio.

They have also launched The Singular Series range. These are



one off single batch creations. Crafted from natural ingredients sourced from around the world, the Singular Series is an honest approach to spirits where anything can and might be created. From barrel aged Murmichan absinthe to ancient Italian liqueurs.

Lost Loch Spirits is now officially SALSA approved.

www.lostlochspirits.com

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The Process



The Spirits



The Calancombe Estate in south Devon, is blessed with a unique microclimate, south-facing slopes and free draining soil, which is ideally suited for wine production.



A taste of the good life

In 2013, shortly after moving to Calancombe and having taken advice from a leading viticulturist, Caroline and Lance Whitehead started planting their first parcel of vines. Today, their vineyard extends to 23 acres – the largest in south Devon that produces its own wines and one of the larger wine-growing estates in the country.

When they set out on their wine-making journey, Caroline and Lance's aim was to produce the finest quality sparkling, white, red and rosé wines from grapes grown exclusively on their estate. They knew that it would take several years before the vines were ready for harvesting, so they decided to set up a gin distillery on their estate that would provide a revenue stream until the grapes were ready to harvest. Looking forward, they plan

to make brandy from their wine and cider.

In 2017 the first grapes were harvested and processed, and their first wines were released in summer and autumn of 2019 – six years from when they first started planting.

Their gin company, The Dartmouth Distillery Co., produces Dartmouth English Gin using the finest botanicals sourced from around the world, together with herbs, flowers and fruits from the Calancombe Estate.

The crystal clear fresh spring water, sourced on the estate, is an essential element of their bold juniper forward gin, whose floral notes from rosemary, lavender and citrus fruits, combine with grains of paradise, cardamom



and cubeb berries – to deliver a lasting, satisfying finish, with the sweetness of liquorice.

Their still was designed and hand-built specially for the distillery by the Müller family, based in the Black Forest in Germany, who have been making stills for generations.

Lance and Caroline are keen for their company to reduce its impact on the environment and established a partnership with Climeworks to offset their CO2 footprint of their gin production. This summer, they have also installed 20kw of solar on the roof of the winery so virtually all production is now powered by the sun. The operation has become carbon-negative.

The same low impact approach is applied to the production of wine and cider – everything is grown on the estate, which includes the production of cassis from the 2000 blackcurrant bushes also on the estate. The owners also have plans to grow their own raspberries, rhubarb, damsons and mirabelles from which they will produce a range of liqueurs and fruit gins.

Head wine maker, Olly Shaw, and his assistant Sunny Walker, spend the winter in the vineyards, pruning, pulling out, tying-in and managing every step of the winemaking process to produce their range of still and Champagne Method sparkling wines.

The couple split their responsibilities broadly between grain and grape; Caroline is in overall control of the wine-making business, with Lance looking after 1000 traditional cider apple trees and several hundred soft fruit trees, along with the distillery.

This year will be the first season when all five vineyards are productive, with anticipated production of 40,000-45,000 bottles a year, once the vines have matured, and around 7000 litres of cider.

Establishing the distillery was comparatively straightforward – the process is largely unaffected



by the weather and production continues all year – but, setting up a vineyard and winery has been challenging for Caroline and Lance.

Wine growers face all the same uncertainties as farmers – frost, rain, disease, insects, weeds, deer and rabbits – but they are gaining experience each year and are now supported with an excellent viticultural advisor.

Challenges also presented themselves as Caroline and Lance navigated through the planning and building control minefield. With eye-watering expenses for the wine-making equipment and the costs to build the new facility, they often wondered if they had made the right decision.

Instead of buying expensive disgorging equipment they could have sent their sparkling wine to another winery to be disgorged, but that went against their principle of doing everything on their estate. At £2 per bottle for disgorging, Caroline and Lance will soon recoup the costs, although they did rent out their home last summer to help cover its costs, and are repeating the process this year too.

Caroline and Lance have plans to continue to develop their business, including vineyard and orchard tours, which started on 24 June 2021, that take in spectacular views from the coast to Dartmoor.

Visitors can tour the vineyards, visit the winery and meet head wine-maker, Olly, and learn about Calancombe Estate's wine-making process. They can also taste delicious still and sparkling wines, and Caroline is also now hosting weekend wine masterclasses.

There are also plans for bee experience visits and other rural craft activities, such as apple tree pruning and grafting, hedge laying and stone wall building.

The licenced visitor centre and café offers refreshments and light meals, and visitors can buy the full range of produce from the shop.

On 1 August, Dartmouth Distillery Co's Gin School will open, with events hosted by the head distiller. Throughout their visit, guests have the opportunity to learn about the origins and history of gin and will be let into a few secrets about how Dartmouth English Gin is made. Guests can also formulate their own botanical mix and then run one of the 10 copper alembic stills to produce their own unique gin to take home – all under the watchful eye of the head distiller.

Setting up any one of the businesses that are based on the Calancombe Estate would be enough for most people, but for Caroline and Lance it's all about taking the best that nature has to offer and creating a range of truly hand-crafted products – irrespective of the raw ingredient – whilst doing all they can to minimise their impact on the environment.

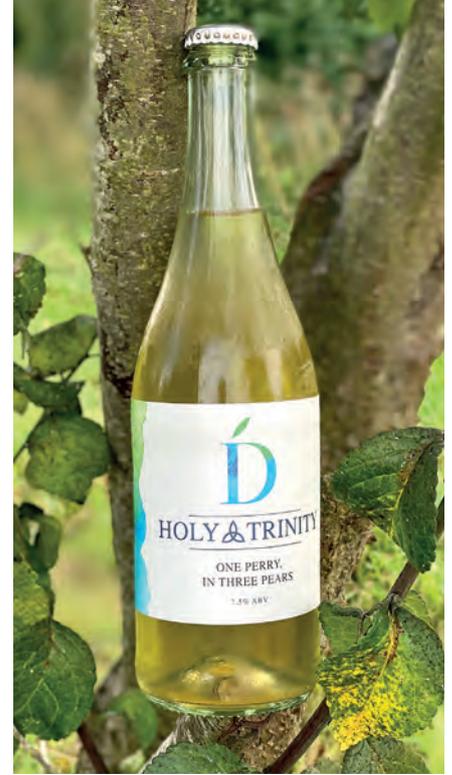
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Party at the Orchards relaunches

Opening a new cider taproom deserves a party, so the owners of **Dunham Press Cider** decided to revive their annual *Party at the Orchards* after a year-long break.

Their cider taproom – called the Apple Barn – opened in July with a visit from Trafford and Hulme CAMRA members. Set opposite their cider barn and surrounded by the orchards at Boundary Farm, the Apple Barn will help to boost the growth of cider tourism in the north.



In the Apple Barn customers can enjoy Dunham Press's own excellent range of ciders and perry – available in bottles to enjoy at home – along with a selection of products from various cider makers and brewers; they also serve coffee and home-made cakes.

Commenting on the new taproom, chief cider maker, Chris Hewitt, said: "Here at Dunham Press Cider we are proud to produce some of the north's best cider and perry, all grown from our lovingly restored orchards on the National Trust estate at Dunham Massey".

To celebrate the new cider taproom they will be launching a new Traditional Method still perry made from three varieties of perry pears, pressed and blended over the last three seasons. The new perry, called Holy Trinity, will be launched at a fringe tasting event at this year's Cider Salon Bristol – the UK's premier annual cider event (Tuesday 10 to Sunday 15 August 2021).

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Family Matters

Most independent distillery owners justifiably refer to their products as 'artisan' or 'hand-crafted', but how many have physically built the premises in which their distilleries are based?

Step forward Stuart and Adelle Brown who in 2016 set out on their own hand-crafted journey with the construction of their own distillery buildings, which would become home to Orkney's first new distillery in 130 years.

The couple designed and constructed the distillery themselves with the assistance of family, friends and neighbours. Construction started in September 2016 and, with the weather on their side, the building was complete in February 2017.

During construction Stuart and Adelle spent much time researching botanicals and how each would complement the other and how they would affect the overall taste of the finished spirit.

If moving house is one of the most stressful life events, moving country must take such a move to another level, but the couple relished the challenge to relocate to Orkney and set up a business that would get their work-life balance back in equilibrium.

When they were living in Australia, Stuart – a chartered engineer – spent long periods of time away from home delivering major infrastructure projects; when the couple decided that they would return to the UK they wanted ensure that they could spend more time together as a family.



Adelle, an experienced pharmacist, landed a new job with NHS Orkney and they bought their family home in Deerness, which came with just over five acres of land, with ample space to turn their spirit-making hobby into a viable business – which had always been at the back of their mind.

With all the official paperwork out of the way, Stuart and Adelle started work on developing gins, vodkas and liqueurs, using three hand-made Portuguese copper alembic stills, which have all been named.

'Walt', is a five-litre test still, 'Zing' is a 30-litre vodka still and 'Matilda' is their 300-litre gin still.

In creating their gins and vodkas the botanicals are added to neutral grain spirit at different times before a 12-hour hand-controlled distillation process takes place. During this time the still is operated by Stuart, who keeps a close eye on the temperature and output of the spirit to produce a quality artisan gin.

The resulting gin is cut with purified Orcadian water (produced by a reverse osmosis system, designed and built by Stuart), which enhances the smooth finish of their spirits.

Every bottle is hand-filled before being labelled – also by hand – and is then duty stamped and packaged prior to distribution. From the outset the couple wanted all of their labels to be hand-crafted and so they appointed a local designer, Caroline Harrison, who lino cut all the labels.

Sea Glass Gin and Into the Wild Vodka were launched in May 2017 and just three months later they had won two silver medals at the Global Luxury Spirit Masters competition.

As well as strong online sales, the couple opened the doors of their



distillery welcome visitors every weekend throughout the winter months where people can see the stills and working area, for which there is no charge.

Plans for a shop and tasting room followed, which allows visitors to sample and purchase the spirits and liqueurs created on the premises and enjoy carefully selected Scottish teas and coffees.

Visitors can also purchase other Deerness products, including Orkney Crystal and Orkney Tweed, as well as glass and artwork from local Orcadian artists and other selected products. Stuart and Adelle have also developed their own range of merchandise, which has been sourced and produced by local businesses.

To keep with their artisan ethos the couple have since installed a poly-tunnel on site, in which they grow botanicals including cucumber, mint, lavender, lemon leaf verbena and tarragon – chosen for their suitability to be grown in Orkney.

With the outbreak of COVID-19 and the lockdowns that ensued,

Stuart and Adelle were forced to close the visitors centre and shop; now, the lockdowns have eased and life is starting to return to some semblance of normality.

They are delighted to be once again welcoming customers old and new, and they look forward to working on new spirits ranges, to expanding their range of locally-sourced products and continuing to promote the company they have literally built from the ground up, as Adelle said: "We are aiming to build an excellent reputation as our brand Deerness Distillery.

"We want people to know that they will get a quality product no matter if it is gin, vodka, our liqueurs." With a whisky on the horizon and small batch rum the future is looking bright for Deerness.

It took a determined couple to journey half way around the globe so they could put their family at the heart of everything they do, which means the world to Stuart and Adelle.

www.deernessdistillery.com

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G & TEA

Two of the nations favourite things combined – gin and tea! What's not to love?

Reader Offer

● With less than 12 months since G&Tea distilled their first batch, they have made an impact on the bountiful South West's gin scene and beyond.

Created at Cornwall's only plough-to-bottle distillery, their unique range of three tea distilled gins and exquisite bottle designs – two of which feature stunning reverse labels – now adorn the shelves of over 160 stockists.

Winners of Global Spirit Masters Silver Award and Double Gold, along with a Highly Commended at Taste Of The West 2021 awards.

Stella magazine featured the Cornish Cream Tea gin as a summer 'must have' as well as a wealth of celebrities filling their social media stories with their favourites of their three gins.

G&Tea's gins

All of the gins are created using specially blended teas, which are used as a botanical to capture a depth of flavour and smoothness. With the tea blends also available to purchase, the range has great cross store appeal and is genuinely unique and ginspirational, within what is a busy market sector.

Cornish Cream Tea Gin (40% ABV)

Sri Lankan black tea and strawberry with the addition of apricot kernels to bind in the flavour and give a rich creamy taste and texture.

Stunning on the rocks, with tonic and for an extra creamy taste, lemonade and lashings of fresh strawberries.



80 Days Gin (40% ABV)

Using an aroma packed fruit infusion tea blend to create a vibrant gin with notes of Cornish apple, pear and cinnamon pairs perfectly with slices of apple and pear or to bring out the grains of paradise, add a slice of lime and fresh blueberries.

The Great Earl Gin (40% ABV)

With the addition of Gingko and Siberian Ginseng the Great Earl tea is distilled with Spanish bitter lemon and bitter orange to create a gin with a bold citrus forward palette followed by a delightful smokey black tea taste.

G&Tea has been doing the groundwork and already expanding beyond their home in the glorious South West with stockists in over 10 counties including Greater Manchester and Aberdeenshire.

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Or contact Chris at dunhampresscider@gmail.com and on 07889 177334