

PRESS RELEASE

ROMANCE AND ADVENTURE IN A GLASS



Martin Miller's Gin was created in 1999 by gin lover Martin Miller and his two friends, David Bromige and Andreas Versteegh.

Distilled in England, it is then blended to strength using Icelandic spring water. This gives Martin Miller's Gin its gentle bouquet and trademark softness at 40% ABV.

For Martin Miller, who sadly passed away in 2014, creating this gin was very much a passion project. Now widely acknowledged for kicking off today's 'Gin Renaissance' his aim was simple - to create a classic gin that could be enjoyed by gin connoisseurs, but most importantly, to also attract a new generation of younger gin consumers.

To square this circle he broke with gin distilling tradition. He opted to keep the classic palette of gin botanicals; juniper, coriander, angelica root, orange peel, lemon peel, lime oil, orris root, cassia bark, ground nutmeg and liquorice. However, instead of distilling them together in one 'shot' he experimented with splitting the process into two separate distillations. He found the best combination was to first of all distil the juniper and the 'earthier' botanicals along with the dried lime peel.

Then, following that, to distil the bitter orange and lemon peels separately, combining both back into a single gin distillate later. This, he found, gave his gin a much better balance between the signature notes of juniper - essential to any good gin - and the bright, refreshing notes of citrus. This delicate balance of juniper and citrus was the basis for his modern twist on tradition.

Realising the major proportion of any gin in the bottle is water, Martin researched the best possible water sources which eventually led him to Iceland. There the water is extremely pure and soft which is perfect for blending gin. Most importantly it can be used without the need for artificial de-mineralizing. Without this process, the spring water retains its softness and more importantly, its levels of surface tension. Good surface tension inhibits the rapid evaporation of the gin which in turn, leads to increased alcohol burn and a less ordered, chaotic nose. It's these qualities in the water that creates Martin Miller's Gin distinctive balanced bouquet, but also its delicate and soft mouth feel.

Martin Miller's Gin – 40% ABV – 70cl – 1l

Tasting Notes:

Smooth and delicate with floral notes on the nose and citrus on the palate, leading into balanced juniper and a soft, clean finish.

PRESS RELEASE

“SOME SECRETS ARE TOO DELICIOUS NOT TO SHARE”



Distilled in England, Martin Miller's Westbourne Strength is handcrafted in small batches. Like all Martin Miller's gins, we use only the 'classic' palette of botanicals. These include a good slug of juniper, of course, along with angelica, orris root, nutmeg and cassia. In the case of Westbourne, the cassia is 'dialled up' a notch or two and this helps create Westbourne's characteristic spicy hint of black pepper.

As with all Martin Miller's gins it is distilled using a copper pot still, taking only the spirit's 'heart'. Heads and tails are discarded and not redistilled. The final gin is created using two separate distillates, one heavily reliant on juniper and cassia, and the other where citrus is dominant. The two distillates are then skillfully blended together to give this gin its unique balance of herbaceous juniper, peppery cassia and brilliant citrus notes. But that is only half the story.

The secret's in the water.

About 75km north of Reykjavik, standing by Borgarfjörður, is the small village of Borgarnes. It was first noted in the Icelandic sagas as the home of the famous Viking warrior and 'Berserker' Egils Skallagrimsson. It was here that Martin Miller was drawn in his search for the perfect water with which to craft his gin.

Here the water is so pure it requires no treatment, such as demineralisation or pasteurisation, prior to use. It is simply the best water in the world for blending gin and is, without doubt, the secret at the heart of all Martin Miller's Gins, imparting to them their characteristic complex nose and gentle, soft mouth feel. All Westbourne Strength is blended to strength and bottled at the source in Borgarnes, Iceland.

There are two kinds of secrets.

The ones we keep from all others and the ones we keep among ourselves. First launched in 2003 Martin Miller's Westbourne Strength was a response to requests by 'mixologists' for a version of Martin Miller's Gin that would give a more 'old school' authenticity to their classic repertoire of cocktails and help them create

more complex, fully-flavoured inventions.

Martin Miller's response was a gin with its emphasis on the spicier, peppery notes of cassia and nutmeg along with a higher strength. From the launch it enjoyed an underground cult status as the bartender's favourite, it became something of a closely-guarded secret among the bar fraternity.

But some secrets are too delicious not to share.

In 2003 Westbourne Strength was immediately awarded 97 points, the highest score ever awarded by the respected Beverage Testing Institute. Then in 2015 it was once again awarded 97 points, an achievement no other gin has attained. Throughout the intervening period it gathered a host of golds and platinum's from worldwide tasting panels and juries, but stubbornly remained a gin 'for those in the know'.

More recently, in 2016, it was voted the 'World's Best Gin' by The Drinks Report. Additionally, it was awarded the highest number of points within the gin category in the annual Top 100 Spirits report by the prestigious US publication, Wine Enthusiast.

To celebrate this unparalleled but slightly underground success story, spanning over a decade, Martin Miller's have given Westbourne some smart new labels, and on those labels, just in case our crew would get lost on their way, we have made the route to Iceland a little more legible and navigable! And now, thanks to Westbourne's many fans in the trade, we can at last make it more widely available, and a little less secret"

So, as Martin Miller might have said; "Secrets needn't always be secret. They can also be hidden treasures, waiting to be enjoyed".

Westbourne Strength – 45.2% ABV – 70cl

Tasting Notes:

Westbourne Strength is bright and soft, and has attractive, complex aromas of pepper and cassia. With its long, dry finish this multi-award winning gin is the ideal component for all the classic cocktails and G&Ts, and makes the perfect dry Martini.

“PATIENCE ISN’T ALWAYS A VIRTUE”

Significant new addition to Martin Miller’s Gin range, with the launch of 9 Moons, a single cask aged gin.



You have waited long enough, finally the arrival of 9 Moons, a single cask aged gin, adds to the range of the multiple award winning Martin Miller’s Gin family. This is a significant new addition to the range from the independently owned brand that kicked off the gin renaissance many years ago.

9 Moons joins the original Martin Miller’s Gin and Martin Miller’s Westbourne Strength - one of the most popular gins used within the mixologist community. This new aged version shares the same DNA as Martin Miller’s Gin, with citrus and juniper characteristics but is distinctly augmented, with deeper complexity alongside a wonderful mix of vanilla sweetness and hints of creaminess from the light oak which is apparent in the finish.

Following on 13 years after the brands last launch of Westbourne Strength, 9 Moons came into fruition as a result of some experimental cocktail creations by an adventurous group of mixologists in New York. They had put Martin Miller’s Gin into mini barrels ultimately producing stunning results. Being a gin purist and convinced of Martin Miller’s Gin’s perfection, co-founder Andreas Versteegh was sceptical at first, but with his taste buds intrigued he was inspired. His birthday was imminent, and as a treat for himself he bought a selection of oak barrels, which he had filled and stored in Iceland.

The process of creating 9 Moons involved much tinkering with several barrels types in a quest for the perfect balance in flavour and finish. The key was to respect the original gin and not, through over enthusiasm and over-aging, create what amounted to terrible whisky. So, in the ageing of Martin Miller’s Gin, more subtle enhancements were sought that would add depth and emphasise the existing flavours of the gin. Barrels were lovingly monitored, tasted and discussed at great length. After precisely 9 months one of the new Bourbon oak barrels showed a perfect balance, maintaining the gin flavour, but with a little additional magic endowed by its nine leisurely months resting in its oaky bed.

Usually when aging spirits the rule of thumb is the longer the better. In this case however, rousing it relatively early from its slumbers after only nine months demonstrated that patience isn’t everything, sometimes knowing when to stop is more important!

9 Moons, cask aged gin, has come from a single new Bourbon oak cask. It was filled with high strength Martin Miller's Gin then aged for 9 months, or 9 moons, in Martin Miller's Gin's barrel store in Borgarnes, Iceland. Around 2,000 bottles, each individually numbered, were drawn from the cask and then blended at the source to an optimum bottling strength of 40% with Icelandic spring water, adding an exceptional smooth quality.

By good fortune Iceland's cold and surprisingly dry climate proved to be the optimal atmosphere for the ageing of gin, presenting many advantages. These conditions gave the ability to slow down the ageing process significantly and allowed the capability to precisely measure the progress of the complex and intriguing spirit which has been bottled on this occasion. With a few different types of barrels laid to rest we hope there will be a few more opportunities to raise a glass on future occasions.

Commenting on the release of 9 Moons, co-founder of Martin Miller's Gin Andreas Versteegh said: "Given how much we have derided the idea of ruining great gin by ageing I was stunned at what an intriguing, complex and exciting product came out of the new oak barrel after 9 months. Starting out as a fun offbeat activity, I am now very curious to see how people react to this first example of aged Martin Miller's Gin. We will continue experimenting with ageing on a small scale even if it is just for our own amusement, and if another one comes out as well as this one we may introduce it to the public. There is another barrel David [Bromige], my co-founder prefers that's been laid down a little over a year, but he feels needs a little more time to rest – but then he's always been a late riser!".

9 Moons Barrel Aged Gin – 40% ABV – 35cl

Tasting Notes:

Oak adds a slight vanilla sweetness, that in turn enhances and amplifies the gin botanicals that lie behind the essential juniper.
Citrus notes and some light oak in the finish.

- ENDS -

For further information please contact Julia – jcw@martinmillersgin.com

Notes to Editors:

About Martin Miller's Gin:

Martin Miller's Gin was the first super premium gin on the market. Founders Martin Miller, David Bromige and Andreas Versteegh, created the product after a gin drinking session which left much to be desired. After sipping several tepid G&T's filled with limp slices of lemon, the trio soon embarked on their journey to create the finest gin on the market and it wasn't long before they succeeded.

In 1999, made with the purest Icelandic water and botanicals sourced from wherever the best crop is found, Martin Miller's Gin launched its first batch of remarkable gin. Martin Miller's experimented with a unique distillation method, splitting the process into two separate distillations. They found the best combination was to first distil the juniper and the 'earthier' botanicals along with the dried lime peel. Then, distil the citrus

peels separately, combining both distillates later. This, they found, gave the gin a much better balance between the signature notes of juniper, essential to any good gin, and the bright, refreshing notes of citrus. Blending with the purest Icelandic water, an exclusive attribute to Martin Miller's Gin, creates the gin's distinctive, gentle bouquet and silky soft mouth feel.

Since its launch, Martin Miller's Gin has consistently won top awards for excellence from the world's leading blind tasting institutions, making it the world's most-awarded quality gin. Having won more gold and platinum medals than any other gin in the last ten years at the most respected competitions; ISC, IWSC and San Francisco World Spirits Competition. Martin Miller's Gin has also been awarded the highly prestigious Superlative Award by the U.S. Beverage Tasting Institute, scoring 97 points on multiple occasions, the only gin to have done so.

In January 2018, Zamora company acquired the majority stake in Martin Miller's Gin, the remaining shareholders being co-founders David Bromige and Andreas Versteegh, and CEO of Martin Miller's Gin, Jacob Ehrenkrona. The co-founders and CEO still remain active in ensuring the brand maintains its position and its global player status within the super-premium gin market.

About Zamora Company:

Zamora Company owns world-class Brands such as Licor 43, Bodegas Ramón Bilbao, Martin Miller's Gin, Villa Massa Limoncello, Yellow Rose whisky, Sangría Lolea, Mar de Frades, Patxarán Zoco, Cruz de Alba, Thunder Bitch, in addition to the brands distributed and in which the company holds a stake which form the product portfolio of the family business: Matusalem, José Cuervo Tequila or Bushmills among others. www.zamoracompany.com

Zamora Company is a 100% family-owned Spanish company which produces and sells wines and spirits with a high added value and whose main aim is customer satisfaction and to build and develop Premium Brands.

With a presence in over 80 countries Zamora Company boasts experienced international staff of over 350 people and an extensive portfolio of Premium brands, with production facilities in Spain, Italy and the Dominican Republic and an annual turnover of €160 M.