

# SUMMARY — BRAND ESSENCE



## THE GENESIS

- Martin Miller and his two friends, appalled by the lack of quality gin and wanting to encourage a younger group of consumers into the gin fold, set off on a quest for the best gin possible, sparing no expense.
- To achieve this juniper needed to be tamed, without compromising the traditional character of gin.
- Kicking-off in 1999 Martin Miller's Gin became the first modern-day high quality gin brand, thus setting off the gin renaissance.

## THE JOURNEY

- ENGLAND DISTILLED: Best gin production; the best distillery found, traditional technique, best botanicals and recipes, only heart of the spirit. Twist on tradition; two separate distillations; earthy and citrus.
- ICELAND CHILLED: Up to 60% water > blended with 100% Icelandic spring water, the purest in the world, therefore 'live water' not requiring processing or demineralisation, resulting in the brand's characteristic soft bouquet and mouthfeel.

## THE RESULT

- The most awarded gin in the world; the most top medals in the last 10 years at the most important competitions; ISC, IWCS, San Francisco, more than 100 medals in total, BTI's highest ever gin score of 97pt, a record held from 2003 to 2015.
- Extensive research, showing consistently superior taste.
- Press, trade, mixology and consumer endorsement.
- Due to its quality, has grown to become the world's largest independent gin brand.
- SUMMARY OF VALUES AND EXPERIENCE: Both literally and emotionally for the founders, the product, the company and the fans, it has been and it is a journey of "Romance and Adventure", "born of love, obsession and some degree of madness".

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In every consumer or trade interaction you should cover off each of the 9 key brand points by at least once mentioning the key words and phrases in an appropriate context:

- “Martin Miller” or “Martin Miller’s Gin”
- “Best gin possible, sparing no expense” or “highest possible quality gin, whatever the cost”
- “1999” or “late nineties”
- “Set-off the gin renaissance”
- “First”...modern-day high quality gin
  
- “England”
- “Iceland” or “Icelandic”...Spring Water
  
- “The most awarded gin in the world” or “more top medals than any other gin”
- “The world’s largest independent gin”

Whenever possible you should try to encapsulate the above with one or other of the two brand catch-phrases:

- “Romance and adventure”
- “Love, obsession and some degree of madness”

For example, the following takes max 45 seconds as a whole, and should therefore easily fit into a conversation of 4 minutes:

- In the “late nineties” “Martin Miller” and two friends set off on a journey of “romance and adventure”, determined to create the “best gin possible, sparing no expense” and in so doing “set-off the gin renaissance”.
  
- “Martin Miller’s Gin” is distilled at the best distillery in England using superior ingredients. Due to the founders’ “love, obsession and some degree of madness” in creating the best gin possible it is shipped to “Iceland” for blending with “Icelandic” Spring Water, the purest in the world, not requiring demineralisation or processing, gives it its characteristic soft bouquet and mouthfeel.
  
- Thanks to all that effort “Martin Miller’s” is “the most awarded gin in the world” having won “more top medals than any other gin”, it has also grown to become “The world’s largest independent gin brand”.

# ADDITIONAL NOTES

## ENGLAND DISTILLED



- Martin Miller's multi award winning gin is distilled in the England's "Black Country" to the highest standards, establishing a new benchmark in gin making quality.
- A large copper pot still produces spirit of the highest grade, and in quantities that both deliver commercial volumes and consistency of blend.
- Traditional methods are used throughout to guarantee the maximum extraction of the essential oils into the distillate and in turn to the finished gin.
- The only departure from tradition is that Martin Miller's utilises two separate distillations. One distillate includes the juniper and the earthy, root, berry and seed based botanicals. The other distillation is composed of the citrus elements, bitter orange, lemon and lime peel.
- The two distillates are then 'married' or blended together to give Martin Miller's its trademark balance of citrus and juniper. This is Martin Miller's famous 'Twist on Tradition'.
- Both distillates use only the heart of the spirit, the heads and tails are discarded.
- The alcohol base for the gin distillate is grain neutral alcohol made from 100% English wheat.

# ADDITIONAL NOTES

## ICELAND CHILLED



- All Martin Miller's Gin is blended to bottling strength using Icelandic spring water.
- Icelandic waters unparalleled purity and softness make it perfect for blending spirits.
- Because of its purity and extremely low mineral content (typically 8 ppm dissolved solids, compared to typical mineral waters often at 400 and above) it does not require de-mineralisation.
- De-mineralisation has the effect of reducing the water's inherent surface tension.
- It is the surface tension of the water that inhibits rapid evaporation of the spirit. Rapid evaporation in gins leads to an unbalanced and overpowering bouquet as well as alcohol 'burn' in the mouth.
- However, the strong surface tension of the water used for blending is vital in giving Martin Miller's gin its unique bouquet, smooth mouth feel and lack of alcohol burn.
- Icelandic water is the closest you can get to naturally occurring H<sub>2</sub>O.



# ADDITIONAL NOTES



## 80 PROOF/40% ABV AND WESTBOURNE

- The first batches of Martin Miller's Gin were produced at different strengths, which all demonstrated slightly different characteristics.
- When it came to the first bottling for sale in the UK, the founders settled on 40% abv as it was felt as the most accessible product to a wider UK audience, at the time a little wary of the overpowering nature of juniper and harsh alcohol prevalent in gins at the time.
- Upon launch in the US, a year later, it was decided to release the best higher strength version as well as the regular 40% abv to cater to US consumers that were used to higher strength gins. Simultaneously an interest in the higher strength versions had been expressed by the mixology community globally. Given these requests Westbourne was later made available outside the US too. It was named after Westbourne Grove in Notting Hill, where Martin had a residence and most of the tastings and parties in the early days took place. In Victorian times the Westbourne was a river that ran through Notting Hill, it now runs underground and exits into the ornamental lake in Hyde Park called the Serpentine.
- The distillation process and botanicals of the two variants are largely similar, but the higher proof of Westbourne Strength (90.4 proof) brings out the botanicals in a different manner. The 80 proof is considered by some to be softer, more floral and citrus led whereas the Westbourne Strength is more spicy with a peppery finish making it ideal for complex cocktails.
- Westbourne Strength is always blended and bottled at the water source in Borgarnes, Iceland. For the 40% abv version, when not bottled in Iceland, the same Icelandic spring water is shipped to the UK for blending and bottling.

# THE MOST AWARDED GIN IN THE WORLD

- Martin Miller's Gin is the most awarded gin in the world, having consistently won top medals at competitions, industry forums and tasting institutes for a decade and a half.
- To qualify and specify our claim we point to the number of top wins in the last ten years at the three most respected and important tasting events globally being San Francisco Spirits Competition, ISC and IWSC
- Martin Miller's Gin (WS) has also received the highest BTI score ever of a gin at 97 pts, the first time in 2003 and most recently in 2015; demonstrating the consistency of quality
- Medals and awards include the following:

