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# G'VINE EDUCATION



# G'vine education

Gin, like any fine liquor, was made to be savoured and enjoyed with your friends. Much is made these days of heritage – real or otherwise – and gimmick. We'd like you to get to know G'Vine as well as we do: a classic juniper spirit based on the finest quality distilled French wine, and with a unique botanical: the delicate vine flower.

## The Beginning

The very first juniper spirits were distilled from wine in France, Belgium and Holland. Because wine is so much more expensive than grain, and because grain is easier to import, grain alcohol was quickly adopted as the base for cheaper juniper spirits: first genever, and later gin.

To distill from wine keeps the spirit much closer to its origin: a natural, delicious gin made with true French craftsmanship in the spiritual home of French distilling, Cognac.

## The Components

### The Base: Ugni Blanc

G'Vine is made from a base of Ugni Blanc distilled to neutral level, the grape also known as "saint Emilion" and Trebbiano that constitutes about 95% of all the wine used to make cognac and may well be the most widely cultivated grape sort in the world. Originating around Italy in the time of the Roman Empire, Ugni Blanc is thought to have come to France when the Popes held court in Avignon from the early 1300s onwards. The Ugni Blanc grape is recognized

around the world for its perfect distillation characteristics including high acidity, and light flavour. It creates a full, smooth distillate.



## The Flavour: Botanicals

As we have seen in the Gin Making module, botanicals have different functions within gin: for aroma, mouthfeel but also to intensify the flavours of accompanying botanicals.

While many gins use dried powders or liquid essences bought-in from aroma companies, G'Vine uses **10 whole-fruit and whole-herb botanicals**, sourced from all around the globe. Not all botanicals yield their flavours as easily and completely as others, so they will be regrouped by families of flavours and contribution to the taste. The botanicals are macerated for up to five days to extract the purest aromas distilled separately then blended to proportion for a perfect balance.

## The vine flower

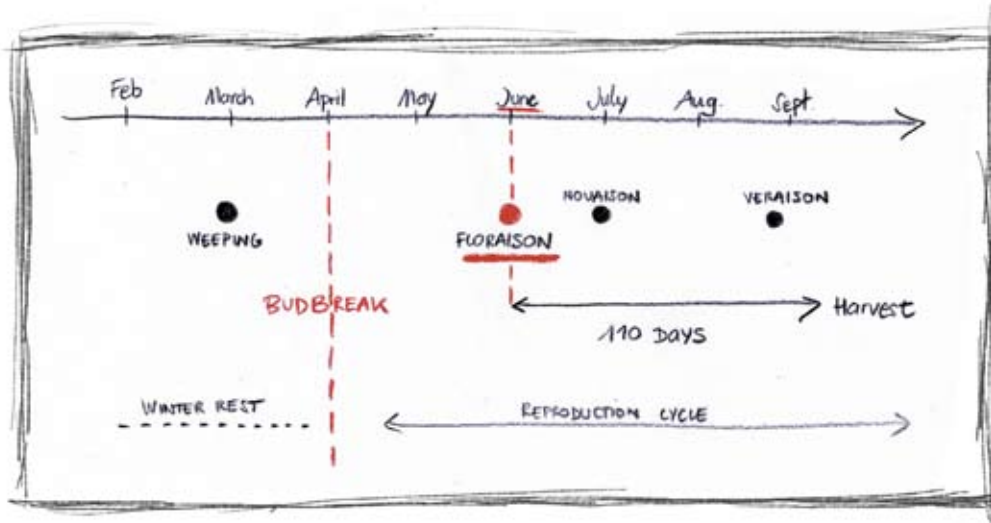
G'Vine's signature is **unique**, as this is the first time that the fresh vine flower is used in any industry. It is G'vine's 10th botanical. The precious and delicate flower, which **exists only for a few - frustratingly unpredictable! - days before maturing** into a grape berry, is handpicked with extreme care at its peak to preserve its exhilarating and spellbinding fragrance. The flowers are separated from the stem to eliminate the greenness and put into tissue bags. Right in the vineyards, these "tea bags" are immediately plunged into special vats and macerated in the neutral grape spirit for several days to obtain the best floral essence.

After daily checks, when the flavor extraction is fully completed, the **infusion** is then **distilled in a small Florentine pot still traditionally used to create perfumes**, and preciously kept in Dame Jeanne bottles in a dark and cool place as this is the only production of the year. According to Mother Nature's laws, the blossoming of the



vine flower announces the grape harvest 110 days after. Of course, once you cut off the flower, no grape will grow, hence the rarity of this flower used on its own...

Vine flowers have a unique aroma depending on the grape varietal chosen. In the case of G'Vine, the Ugni Blanc flower is used, providing a very **complex aroma of yellow and exotic fruits, banana, white flowers and a hint of greenness and spiciness.**



Family 1: Juniper

Juniper, **the crowning glory of every gin**, is sourced fresh from Central and Eastern Europe, macerated in the Ugni Blanc neutral spirit during over a 5 day period and then distilled in a small bespoke liquor still to give a distillate that perfectly combines the fruit, bite and aroma of juniper, without the harshness or monotony of less complex gins. The juniper berries are macerated and distilled on their own, as their powerful flavor would cover the other botanicals' tastes.



Family 2: Ginger, Cardamom, Liquorice & Lime



The second family includes **the spiciest**, most powerful flavours that are also the most volatile: biting African ginger, astringent South American cardamom, sweet Chinese liquorice and acidic South American lime. Chosen for their quality and aroma, these specific fruits and herbs are brought once per year to France and macerated together in the grape spirit before a small batch distillation.

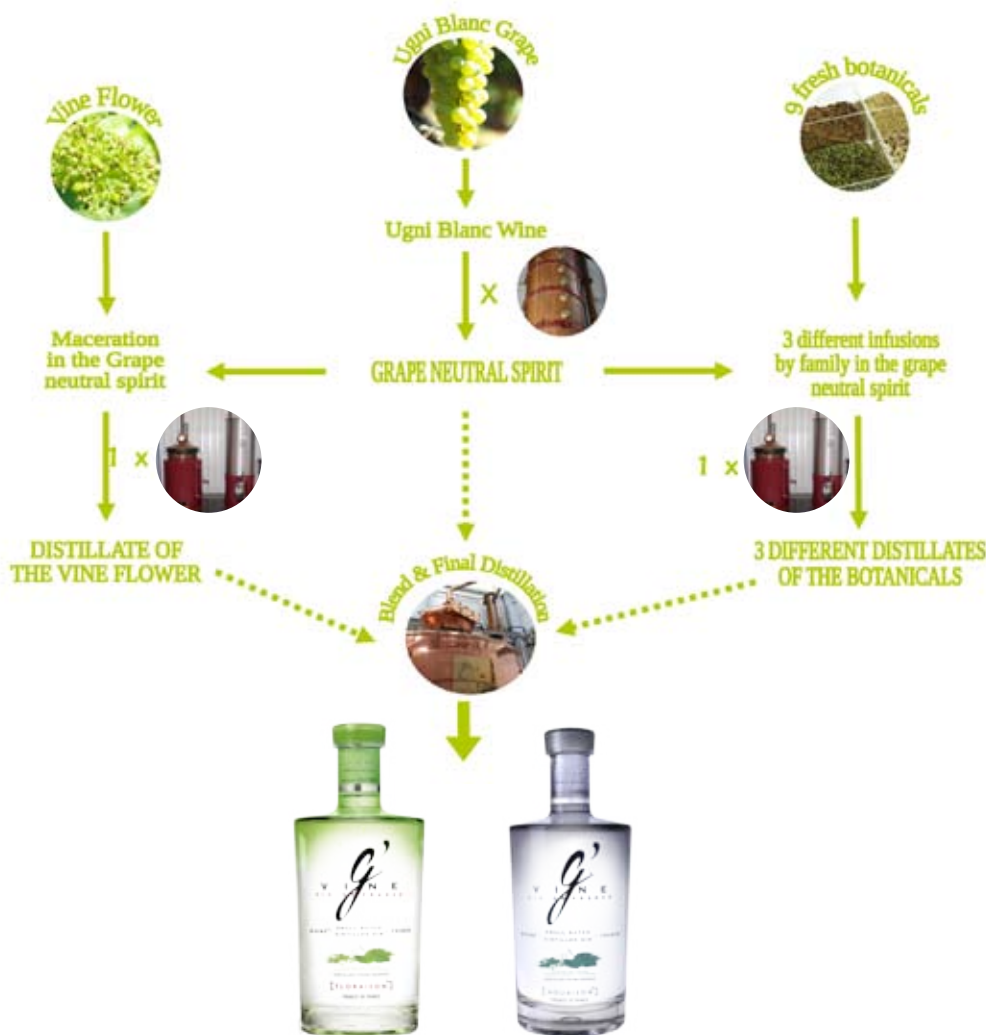
Family 3: Cassia, Coriander, Cubeb and Nutmeg



The third family comprises **"tougher" flavours**: East Asian cassia, the more intensely flavoured big brother to cinnamon; coriander, which binds and intensifies citrus aromas; Indonesian cubeb peppers and Spice Islands nutmeg which adds a warm and very faintly woody aroma. Again, these botanicals are macerated together in the Ugni Blanc spirit and small batch distilled.

# The Process

Making gin is easy, but distilling gin to the exacting standards of French master distillers, to extract the maximum flavours from local grapes and the unique vine flower, is very difficult indeed. Making G'Vine is a multi-stage process.



## Step 1

Each September the Ugni Blanc grapes are harvested and immediately converted to wine, which is then distilled in continuous column stills to produce the base, a neutral grape spirit over 96.4% alcohol or 192.8 proof.

The distillation process is quite complex. One distillation unit is made of different columns :

- "the analyser" in stainless steel - 50 plates – turns the alcohol into vapour and eliminates all the volatile elements
- "the rectifier" in stainless steel - 66 plates - takes off all the superior alcohols
- the demethanolization column in copper – 55 plates – eliminates the methanol and ensures the roundness of the spirit thanks to the copper. What comes out of the top of the still is 96,4% alcohol.



All the neutral spirits are tasted, and discarded if any defaults are to be found so that the purity of our spirit is always guaranteed. Unlike a traditional grain-based Gin, grape based spirit is **much smoother and sophisticated** with a heady body and soft palate. It provides the perfect canvas for botanicals to imprint their complex and delicate tastes.

## Step 2

The vine flowers are soaked in the Ugni Blanc distillate for up to five days and distilled in a 20hl **Florentine pot-still** - initially used to create **perfumes** and manufactured especially for the vine flowers distillation. The very small size of this pot still enables to deal with small batches and ensure their best quintessence.



## Step 3

The **3 botanicals families are separately macerated** as seen before and distilled in small bespoke stills. They are **then blended together** in different proportion **to obtain the perfect balance**, enabling each family to fully express their aromas.

## Step 4

As a **final step**, the vine flower distillate, the distilled botanicals and

more neutral grape spirit are blended in **different proportion, depending on the style of gin we want to create**. The resulting blend is then copper pot distilled one final time to create perfect harmony. The final gin is finally diluted down to the desired proof (40 % for **Floraïson** and 43,9 % for **Nouaison**). After a long and complex elaboration, G'Vine has been created.

# The Gin

G'Vine reveals more to the connoisseur than to the casual drinker. Pause a moment to savour the expertise of the world's finest contemporary gin family.

## Nose

Pour a decent measure of G'Vine in a tasting glass or a wine glass. Swirl it. Wait a minute for all the aromas to settle. Bring the glass slowly to your nose. Inhale gently. The **faintest hint of fruit underpinned by a little vine flower, lime and juniper** emerge.

## Palate

Wet your lips with G'Vine. The pleasurable **buzz of cinnamon, ginger, nutmeg and liquorice** are evident, borne on a compelling but not overpowering alcoholic burn.

## Finish

Take a good drink of G'Vine, rolls it around your mouth and swallow. Breathe in gently. The vine flower unites with the cardamom, coriander and cubeb to deliver a **spicy, versatile finish**, leaving you smacking your lips.

# The Package

Beautiful bottles - like attractive garnishes - sell great drinks, and G'Vine's ground-breaking packaging has helped cement its place as the unmissable contemporary gin for the modern mixologist. Every element of G'Vine's bottle and label refer to its roots in the beautiful south-western villages of France, where grapes grow and vine flowers ripen according to a cycle unchanged for thousands of years.

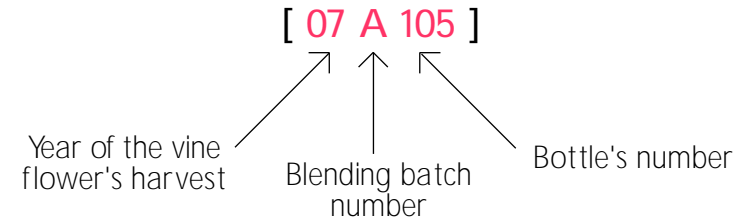


"Distilled from Grapes" – G'Vine is the world's only contemporary gin distilled from the exclusive Ugni Blanc grape.

"Floraison / Nouaison" – the cuvee of G'Vine, floral, fresh and innovative.

## Numbers:

Each bottle is also individually numbered – G'Vine really is a small-batch gin.



# The Communication

G'Vine is not for everyone: there will always be people who prefer not to savour their drinks, or who cling to stereotypes. But for the modern connoisseur, who enjoys gourmet coffee, fine wines and quality spirits, G'Vine is a breath of fresh air. Finally, a contemporary gin that perfectly balances the botanicals instead of leaning on only alcohol or only juniper, but with the added bonus of the delicate vine flower.

G'Vine is an excellent gin for the non-gin drinker "turned off" by the overpowering neutral-alcohol juniper-heavy London Drys of old, but also perfect for the gin savant who enjoys the same quality and complexity in their contemporary gin as in a fine French wine.

## Words

"G'Vine" – as you look at the label it actually looks like "Vigne", French for "vineyard" and "Vine".

