

Ginposium 2024

The Growth in the Ultra-Premium Celebrity-backed sector for Gins

Emma Stokes aka Gin Monkey

Who?

- Gin commentator
- Author
- Gin judge
- Curator of #WorldGinDay
- Scientist!

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The Gardener Gin - Tasting notes

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The Gardener Gin

Gin-Note™ Flavour Guidance

Smooth and Citrus

A certified 100% organic London Dry Gin made in France in a copper still.

Ideal mixer: Classic tonic

Recommended garnish: Orange peel & rosemary sprig

Ideal serve: Perfect sipped neat, or a Dry Martini, G&T, Negroni

ABV: 42%

Spirit base: Wheat



Juniper



Citrus

Bitter Orange

Floral

Fruit

Herbal

Spice

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Renais Gin - Tasting notes

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Renaïs Gin

Gin-Note™ Flavour Guidance

Bold and Bright

Bright tasting notes of white wine minerality, fresh citrus, honey, garden herbs, flowers & juniper.

Ideal mixer: Classic tonic

Recommended garnish: Lemon twist

Ideal serve: Terroir Martini or over ice. with Lemon twist

ABV: 40%



Juniper



Citrus



Floral



Fruit

Herbal

Spice



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Cygnet 22 - Tasting notes

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Cygnet 22 Gin

Gin-Note™ Flavour Guidance

Smooth and Spice

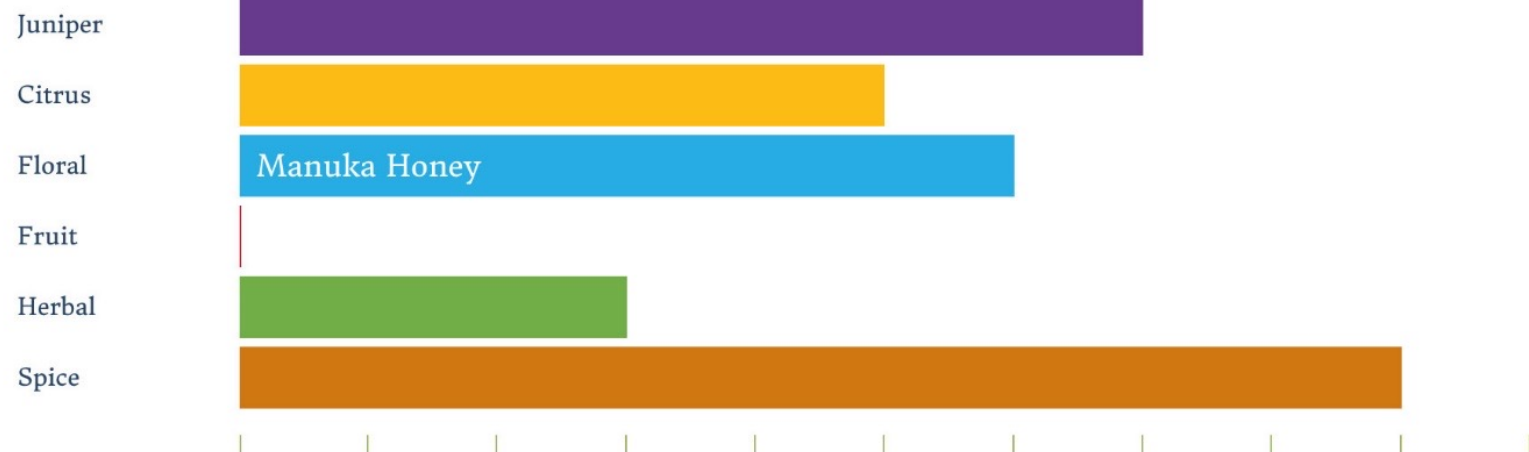
Warm juniper and spice is soothed by gentle notes of vanilla and chamomile as Manuka honey adds complexity

Ideal mixer: Classic tonic

Recommended garnish: Citrus wheel

Ideal serve: Neat on the rocks

ABV: 44%



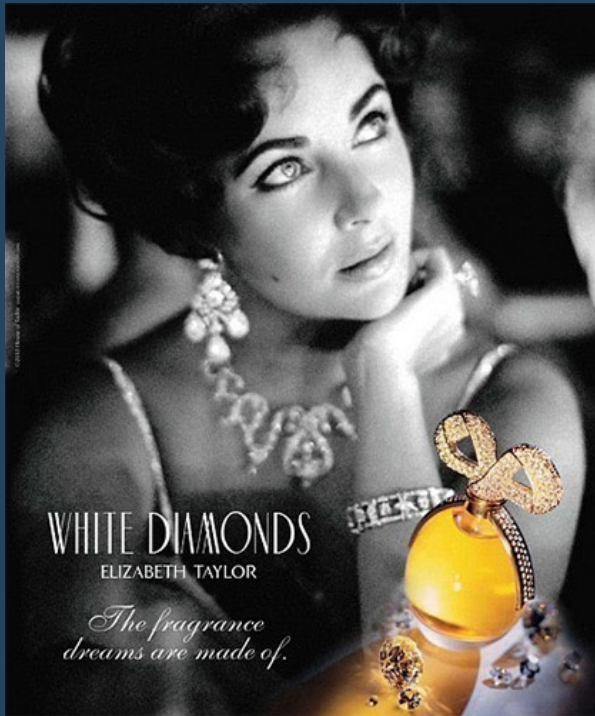
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**When was the first celebrity
product endorsement?**

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Celebrity brands: Ownership



Celebrity brands: Ownership



Celebrity spirits: Partnerships and ownership

- 2007: Ciroc Vodka Diddy (co-ownership)
- 2007: Danny DeVito Limoncello (owner)
- 2012: D'usse Cognac, Jay-Z (co-ownership)
- 2013: Casamigos Tequila, George Clooney (owner)
- 2014: Haig Club Whisky, David Beckham (partnership)
- 2018: Aviation Gin, Ryan Reynolds (owner)
- 2021: 818 Tequila, Kendal Jenner (owner)
- 2021: Armand de Brignac Champagne, Jay-Z (owner)

Celebrity Gins!

- 2017: Neat Gin, Adam Woodyatt
- 2018: **Aviation Gin**, Ryan Reynolds
- 2019: Graham Norton's Own Pink Gin, Graham Norton
- 2020: **Artingstall's Gin**, Paul Feig
- 2020: Indoggo Gin, Snoop Dogg
- 2021: Asian Parsnip Gin, James May
- 2022: **Sweet Gwendoline Gin**, Dita von Teese
- 2022: Ramsey's Gin: Gordon Ramsay
- 2023: **Cygnets 22**: Katherine Jenkins
- 2023: Sassanach Gin, Sam Heughan
- 2023: **The Gardener**, Brad Pitt
- 2023: **Papa Salt**, Margot Robbie
- 2023: **Renais**, Emma Watson
- ????: **Y-gin**, Ricky Gervais (since 2023)

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Aviation Gin - Tasting notes

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Aviation Gin

Gin-Note™ Flavour Guidance

Bold and Savoury

Like the world's finest gins, Aviation is distilled using a proprietary maceration recipe that produces a pure medley of botanical flavour.

Ideal mixer: Classic tonic

Recommended garnish: A single brandied Cherry

Ideal serve: Ovation with an Orange slice

ABV: 42%

Spirit base: Rye

Juniper



Citrus



Floral



Fruit



Herbal



Spice



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Papa Salt Gin - Tasting notes

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Papa Salt Gin

Gin-Note™ Flavour Guidance

Smooth and Spice

Showcasing native Australian botanicals in an aromatic, spicy gin that finishes surprisingly smoothly.

Ideal mixer: Soda Water

Recommended garnish: Orange Wedge

Ideal serve: Papa Salt + Soda Water with wedge of Orange

ABV: 42.8%

Spirit base: Cane

Juniper



Citrus



Floral



Fruit



Herbal



Spice



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Y-Gin - Tasting notes

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Y-Gin

Gin-Note™ Flavour Guidance

Smooth and Classic

Juniper, cardamon and earthy-sweet liquorice lead into Yorkshire rhubarb's floral tartness before the pleasant warm finish of ginger.

Ideal mixer: Classic tonic

Recommended garnish: Wedge of Pink Grapefruit

Ideal serve: Dry martini

ABV: 40%

Spirit base: Apple

Juniper



Citrus



Floral



Fruit



Herbal



Spice



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Sweet Gwendoline French Gin

- Tasting notes

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Sweet Gwendoline French Gin

Gin-Note™ Flavour Guidance

Nuanced and Citrus

Described as a sipping gin, does not require additional ingredients, mixers, etc. to enhance its flavour, a flexible and versatile base

Ideal mixer: Classic tonic

Recommended garnish: Lemon peel

Ideal serve: G&T with whole pink or black peppercorns and Lime wheel & mint sprig for garnish

ABV: 40%

Spirit base: Grape



Juniper



Citrus

Sweet Orange

Floral

Fruit

French fig

Herbal

Spice

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Artingstall's Brilliant London Dry Gin - Tasting notes

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Artingstall's Brilliant London Dry Gin

Gin-Note™ Flavour Guidance

Impressive and Bright

Entertaining gin designed by filmmaker Paul Feig for people who didn't realise how just much they could love gin.

Ideal mixer: Classic tonic

Recommended garnish: Lemon peel

Ideal serve: Dry Martini

ABV: 42%



Juniper



Citrus



Floral



Fruit



Herbal



Spice





The Gardener Gin
Brad Pitt



Renaissance Gin
Emma Watson



Cygnets 22
Welsh Dry Gin
Katherine Jenkins OBE



Aviation Gin
Ryan Reynolds

Which was your favourite?



Papa Salt Gin
Margot Robbie



Y-Gin
Ricky Gervais



Sweet
Gwendoline Gin
Dita Von Teese



Artingstall's Gin
Paul Feig

the poll results on this slide.

If you weren't famous for gin, what would you like to be famous for???



One truth,
two lies...

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Dr Anne Brock

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Cameron Mackenzie

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Alex Davies

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Alessandro Palazzi

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Anand Virmani

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Me!

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Pal Glead

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Desmond Payne

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Thank you!

Contact:

- emma@ginmonkey.co.uk
- [@ginmonkeyuk](#)

