

INTRODUCING...

EALING GIN

THE QUEEN OF LONDON DRY GINS

A New Super-premium Hand-crafted Gin
Distilled in the Heart of Ealing

With its rich artistic heritage (famous film studios, theatre, jazz and blues), great cultural diversity, vibrant social scene and strong community spirit, Ealing has reigned as "Queen of the Suburbs" for more than a century. So, if anywhere deserves its very own gin, Ealing does... and, of course, a bloody good one at that!

Thankfully it has arrived. Tasting wonderful and looking fabulous too. Hand crafted in small batches using a traditional copper still, it blends flavours from the finest of botanicals.

The recipe mixes classic rich juniper with sweet, sharp pink peppercorn, zesty sweet orange, warm aromatic spices and chamomile, garden mint, scented rose and rosemary – the latter four inspired by the traditional English parks and gardens of leafy Ealing.

Its creators have lived in the West London borough for four generations and have ensured the super-premium gin is fittingly elegant, complex and sophisticated for the most discerning gin palates whilst remaining clean, fresh and friendly.

The beautiful bottle design takes its inspiration from the fabulous Art Deco buildings scattered across Ealing borough (the Hoover Building being the most famous). If you look closely you'll also see a nod to the iconic London underground sign.

Visit www.ealingdistillery.co.uk to find out more and purchase.
Also available at our wonderful local stockist Riding Wine Co. in Dickens Yard, Ealing W5

Chin chin and here's to spreading the good spirit!
(20% of profits will go to charities addressing loneliness... see below)



TASTING NOTES:

"Deep flavoured and well balanced with everything sitting gently on the junipers.

It leads with zesty orange citrus combined with warm spice. Chamomile fills the gaps and has an overall smoothing effect.

It leaves with a linger of subtle floral and peppery warmth. Clean, refreshing, elegant and friendly."

THE SUGGESTED SERVES:



Many gin makers have one particular serve they recommend. Ealing Gin has three.

Each is designed to enhance a particular character of the gin and the mood or palate of the drinker... The team here each have their favourite – we'll be interested to see which our customers like best...

In addition to your preferred tonic and plenty of ice add the following:

A sprig or two of fresh garden mint:
"The sweet, warm but fresh character of the leaves makes all the layers of Ealing Gin truly sing! This makes for an incredibly refreshing and vibrant G&T"

Pink grapefruit and a sprig of fresh rosemary:
"The juicy pink grapefruit makes the citrus tones even more vivid and the aroma of the rosemary enhances the 'grassy' green hue. The result is deliciously clean and crisp"

Scented rose petals:
"The subtle floral notes from the chamomile and scented rose are made brighter and perkier with a sprinkling of scented rose petals. It makes the gin seem slightly sweeter... very easy and pleasing on floral-loving palates"

GOOD SPIRIT:

From the outset the makers of Ealing Gin aimed to create a super-premium gin but one grounded in good spirit with a good heart. We want to do something for the social good along the way.

We know that having friendships and social interaction is fundamental to health and happiness but in a world packed with people, far too many feel lonely and socially isolated.

From experience as a family we know this is particularly true for people who are less able, vulnerable or old.

We will therefore donate 20% of our profits to charities addressing loneliness and social isolation.

Here's hoping we can help create more opportunities for more people to make friends and belong.

Bottle: 70CL @ABV 42%: £44.50

Bottle in beautiful gift box: £46.75

For further information/media enquiries contact:

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