

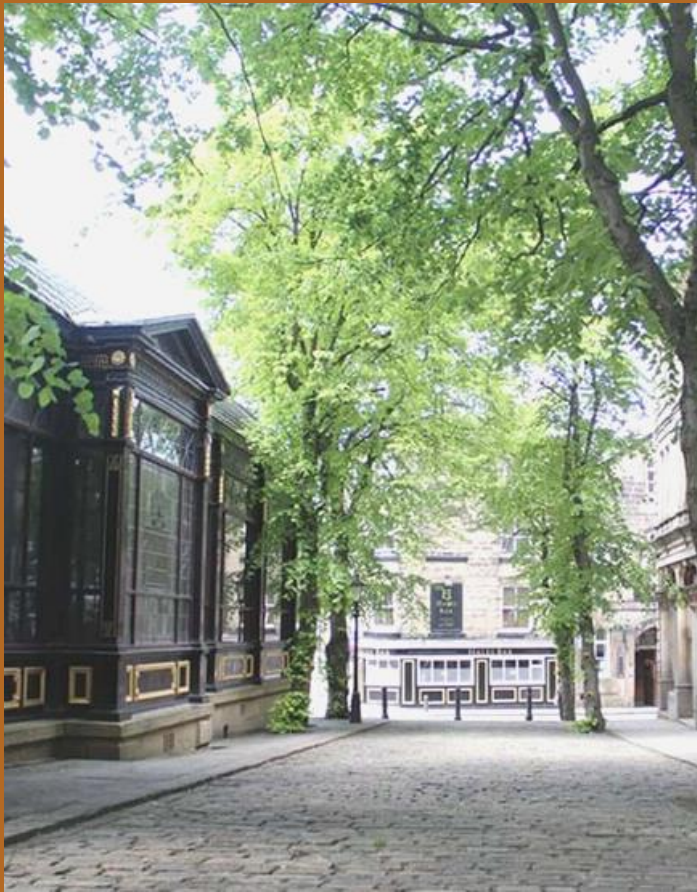
SPIRIT OF HARROGATE™

LIMITED



# Spirit of Harrogate

# OUR INSPIRATION

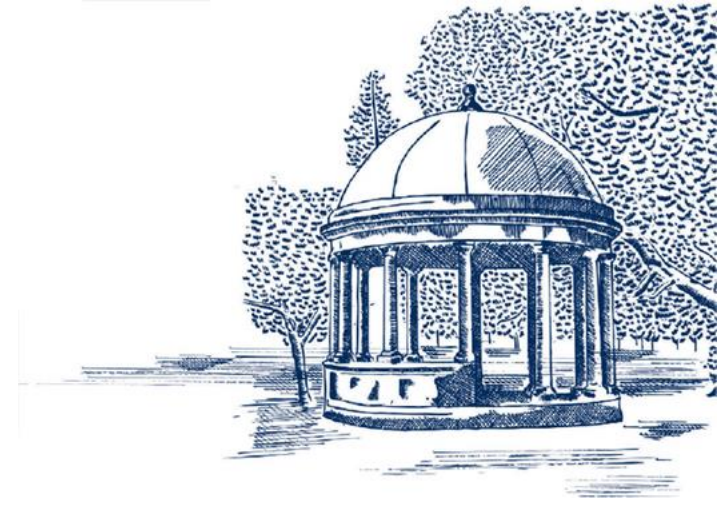


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**William Slingsby discovered the unique properties of the natural spring water from Harrogate's Tewit Well in 1571.**

His discovery brought visitors from all around to the wonderfully picturesque spa town. Slingsby epitomised the spirit of Harrogate and we are proud our product bears his name.

Today, visitors still flock to Harrogate to relax, indulge and socialise whilst taking in the restorative nature of our town.





# ABOUT OUR RANGE

Key ingredients are hand-grown local plants synonymous with the beautiful and restorative nature of Harrogate including primrose, sweet cicely, nettle, rhubarb, milk thistle, rosehip and Taylors of Harrogate green and jasmine tea.

Our master distiller, based at Langley Distillery, Birmingham, has 35 years' experience producing outstanding quality gins. We expertly combine Harrogate aquifer water, pure single grain spirit and our carefully selected botanicals then is masterfully finished in North Yorkshire.

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Crafted using locally sourced botanicals, water drawn from the world-famous Harrogate aquifer, pure single grain spirit & a handful of the finest ingredients sourced from around the world.



# FRUITFUL GIN

Our award-winning flavoured gins each began life in our developmental kilner jars at the Spirit of Harrogate store and experience. After the three flavours each proved extremely popular with visitors, we launched limited-edition batches before they became part of the core Slingsby range over the past five years.

Our flavoured gins use Slingsby London Dry Gin as the base, so they share the exact same botanical mix but are blended with a fruit distillate. Our rhubarb, gooseberries and marmalade are all sourced from local producers in Yorkshire with our rhubarb sourced from Oldroyd's Farm in the famous Rhubarb Triangle.



# AWARD- WINNING

More than **60 industry awards** won since 2016 including 10+ gold awards.

Winners of the Gin Masters, International Spirits Challenge, The Spirits Business Masters, Great Taste Awards and World Drink Awards.

The core Slingsby Gin range has each received a **gold** roundel.



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"SPIRIT OF HARROGATE SET OUT TO  
CREATE A PRODUCT THAT CELEBRATES  
THEIR TOWN AND IN WORKING WITH  
LOCAL SUPPLIERS AND FORGING TIES  
WITH THE COMMUNITY, HAVE MORE THAN  
BEATEN THEIR INITIAL GOAL."

GIN FOUNDRY



# SLINGSBY LONDON DRY

**Slingsby London Dry Gin forms the base of the range. With 24 carefully selected botanicals, an initial burst gives way to juniper, sweet cicely and Taylor of Harrogate jasmine scented green tea.**

**Enjoy on ice with a premium tonic water and garnished with a twist of grapefruit peel and fresh blueberries.**

## Jasmine Martini

25ml Slingsby London Dry  
25ml Cocchi Americano  
15ml Jasmine Syrup

Combine all ingredients in a mixing glass and stir down until appropriately diluted before straining into a Martini glass. Garnish with an edible flower.



## Earth of the Tropics

30ml Slingsby Rhubarb Gin  
20ml Blackberry Liqueur  
60ml Pineapple Juice  
10ml Sugar Syrup  
10ml Lemon Juice  
½ tsp of Beetroot Powder  
4 Muddled Raspberries.

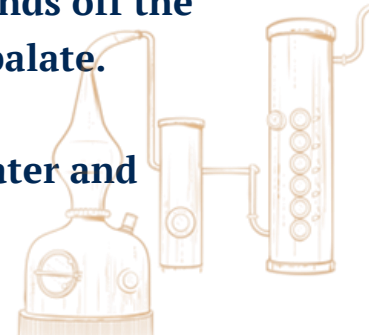
Muddle raspberries in the base of a cocktail shaker. Add other ingredients to a shaker. Shake hard, wet (with ice) and dry (without ice) before straining into a martini glass. Allow foam to settle and add a dusting of beetroot powder or garnish with a raspberry.



# SLINGSBY RHUBARB GIN

We took our London Dry Gin and masterfully infused it with the finest Yorkshire rhubarb sourced from the famous 'Rhubarb Triangle'. An initial sweetness of rhubarb and raspberry is followed by the bitter tang of the pink grapefruit citrus base. A tart rhubarb finish rounds off the drink, leaving an unforgettable flavour on the palate.

Enjoy on ice with premium elderflower tonic water and fresh raspberries to garnish.





# SLINGSBY MARMALADE GIN

**Slingsby Marmalade Gin is rich in orange citrus and tangerine flavours. Crisp grapefruit enhances the citrus profile further and the Yorkshire marmalade provides a beautifully sweet finish and a well-rounded mouthfeel.**

**Serve on ice with premium Mediterranean tonic water and an orange slice to garnish.**



## Marmalade Spritz

25ml Slingsby Marmalade Gin

15ml Lime Juice

25ml Apricot Liqueur

15ml Sugar Syrup

Soda / Prosecco Top

Combine all ingredients into a glass with cubed ice and mix well. Garnish with mint and an orange slice.



## King of the Hill

50ml Slingsby Gooseberry Gin  
50ml Cloudy Apple Juice  
20ml Elderflower Cordial  
15ml Lemon Juice  
Half a Kiwi - muddled

Muddle kiwi in the base of a cocktail shaker. Add all other ingredients and shake with ice. Strain into a highball with crushed ice and garnish with cucumber balls and a kiwi slice.



# SLINGSBY GOOSEBERRY GIN

Fresh Yorkshire gooseberries bring a fruity, tangy sweetness whilst retaining the classic, citrus notes of our classic award-winning London Dry Gin. An initial burst of refreshing citrus from the grapefruit base leads to an unmistakable tangy sharpness from fresh Yorkshire gooseberries, tempered with a sweet and fruity finish.

Enjoy on ice with premium Mediterranean tonic water and fresh green apple slices.



# SLINGSBY NAVY STRENGTH GIN

At 57% ABV, Slingsby Navy Strength continues the tradition of the Royal Navy's 'proof test', whereby gunpowder can still ignite if gin is accidentally spilled upon it. The citrus from the grapefruit is more pronounced and once the citrus has mellowed, it allows the softer and earthier botanicals to become more dominant.



Enjoy on ice with a premium tonic water and a wedge of pink grapefruit.

## Blueberry Julep

50ml Slingsby Navy Strength Gin  
50ml Fresh Orange Juice  
1 Tbsp Blueberry Jam  
A Handful of Mint

Churn all ingredients down in a short glass with crushed ice. Garnish with orange zest, mint and a light dusting of icing sugar.





## Slingsby Bramble

40ml Slingsby Old Tom Gin

15ml Freshly Squeezed Lemon Juice

10ml Sugar Syrup

15ml Creme de Mure

Build all ingredients in a low ball glass filled with ice.  
Garnish with a twist of lemon peel and blackberries.



# SLINGSBY OLD TOM GIN

An interpretation of an old style of gin popular in the 18th century when strict licensing made it difficult to make and sell gin and a tomcat hung outside a door indicated that it was an illegal distillery. Our classic London Dry Gin base remains however, the addition of Yorkshire liquorice creates a sweeter more mellowed gin.

Enjoy with Mediterranean tonic over ice and garnished with fresh lemon peel and blackberries.



# SLINGSBY PURE GRAIN VODKA

**Crafted using the finest English wheat, Slingsby Vodka is seven times distilled and blended with Harrogate spring water. This produces a bold, characterful vodka with a soft and elegantly smooth finish.**

**A peppery character at first, building to some creaminess with a pithy finish. A deliciously versatile vodka that works perfectly as an ingredient in cocktails or served on its own over ice.**

## Espresso Martini

30ml Slingsby Pure Grain Vodka  
20ml Coffee Liqueur  
60ml Cold Brew Coffee  
15ml Vanilla Syrup  
Pinch of Salt

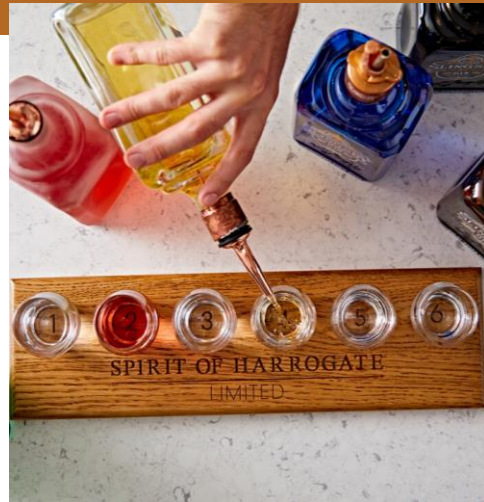
Shake all ingredients with cubed ice before removing the ice and shaking again. Strain into a Martini glass.







# SPIRIT OF HARROGATE EXPERIENCE



We provide consumers with a unique experience at the Spirit of Harrogate flagship store. Visitors are welcome to discover the Slingsby range and sample our developmental gins which is where our flavoured spirits originated.



We also have two experiences visitors can enjoy. Sit back with a G&T in hand whilst we take you through the fascinating history of gin on the Spirit of Gin experience or let us guide you through a tasting session before selecting your botanicals and distilling in one of our mini copper stills on our Master Distiller session.



# RETAILERS & RTMs



## Retailers

Booths  
John Lewis  
Harrods  
Harvey Nichols  
COOP  
Tesco  
Asda  
M&S  
Ocado  
Morrisons  
Amazon  
31 Dover  
Drinks Supermarket  
Master of Malt

## RTMs

Enotria & Coe  
Amathus  
Matthew Clark  
LWC  
Speciality Drinks  
Booked Wholesale  
DeeBee Wholesale  
Parfetts  
Swallow  
Pivovar  
Field & Fawcett  
Bibendum  
HK PLC  
HB Clark  
Tate Smith  
T.Wright Wine





UK  
Ireland  
Denmark  
Finland  
Australia  
Germany  
New Zealand

# EXPORT

Available in **seven** countries with ongoing discussion in a further **twelve**

# TRAVEL RETAIL

World Duty Free listing for Slingsby London Dry and Rhubarb Gin launched in April 2018 in Leeds Bradford, Doncaster, Humberside and Newcastle.

In February 2019, additional listings were secured for Slingsby London Dry, Rhubarb and Gooseberry in Heathrow, Manchester, Stanstead and Southampton.

From February 2020, Slingsby Marmalade, Rhubarb and Gooseberry Gins are now listed in over 25 World Duty Free stores all over the UK.





# PARTNERSHIPS & EVENTS



Throughout the last five years, Slingsby has partnered with global sporting events including the 2017 Lions Rugby, premium food brands such as Maitre Choux and Bettys, venues including The Ivy and Hotel Du Vin, well-known institutions such as The British Fashion Council and national magazines including Attitude Magazine.

The team represents Slingsby at a number of major food and drink events across the UK each year where visitors can sample the Slingsby range while learning all about our brand.





Gin and sport go hand in hand, whether that's sipping a refreshing G&T after a long bike ride or enjoying a cooling tippie after a leisurely afternoon on the golf course. That's why we stepped up our sporting activities by attending some of the UK's biggest sporting events.







# POINT OF SALE

We have a great range of premium, branded Slingsby POS to support our listings.

Available items include:

- Seasonal clip on cocktail menus
- Pouras
- Parasols
- Branded highballs
- Back bar displays
- Event support including pop up bars, flower wall, Slingsby banded trike, deck chairs and directors' chairs







# IMPORTANCE OF WELLBEING



We have always strived to ensure our company culture supports team members in the very best way and have implemented a dedicated programme for doing so – everything from team breakfasts, mental health first aiders and external counselling.

Mind, the mental health charity, is our charity of the year. With one in four people becoming affected by a mental health disorder at some point in their life, we're hoping to raise some much-needed funds for this brilliant organisation through activities including the Abbey Dash and The Big Walk.

We've already raised over £2,000 for Mind with all funds raised split equally between Harrogate Mind and Middlesbrough Mind. To support our fundraising efforts, visit our [Just Giving page here](#).



# CHARITY

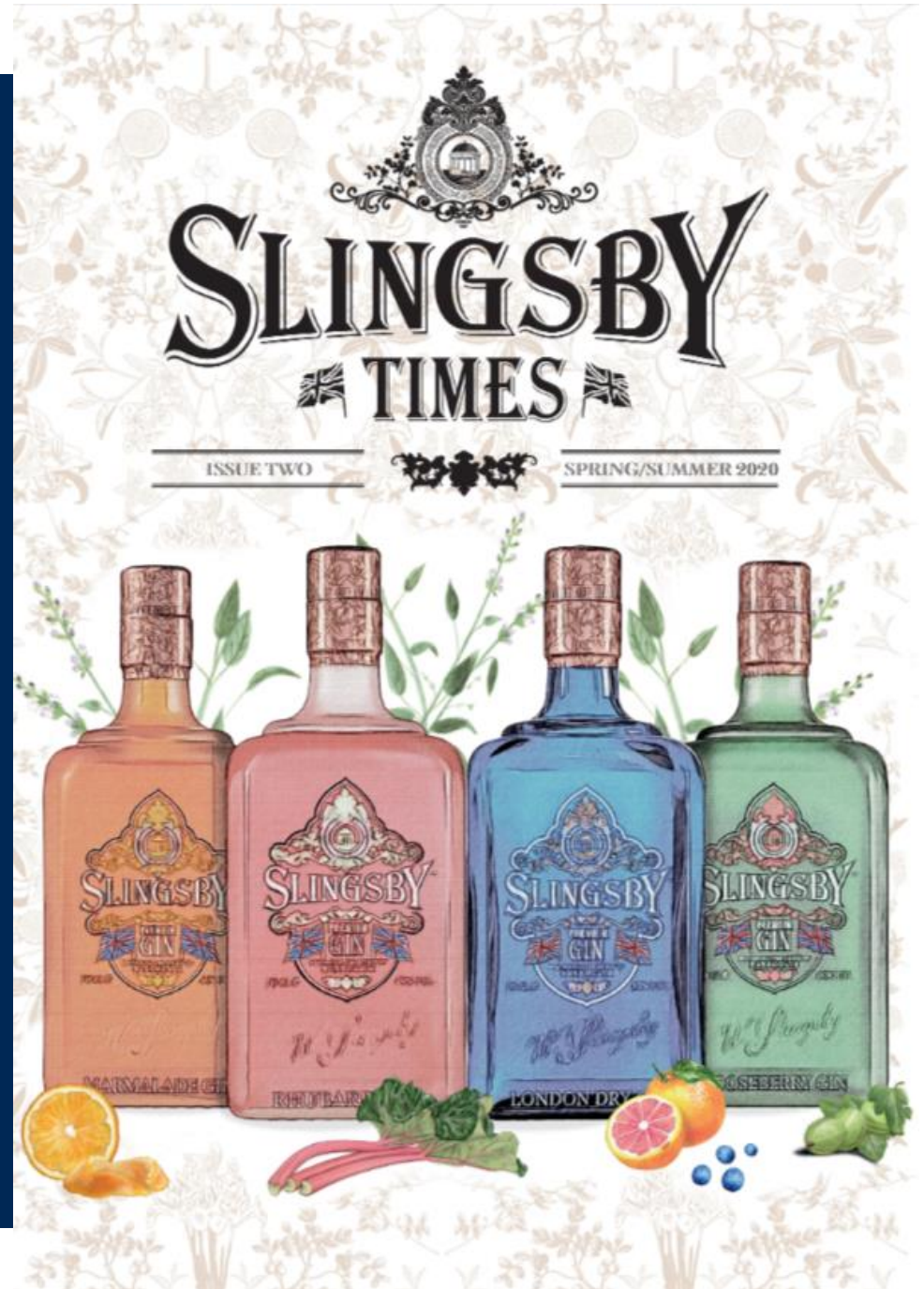
We're proud to support many other local and national charities and organisations alongside our annual company charity initiative. We donate thousands of bottles of gin each year to support fundraising and have sponsored many charity events including Barnardo's Firecracker Ball and events by Variety Yorkshire.

Throughout the Coronavirus pandemic, we switched up production to produce WHO formulated hand sanitiser which we donated to over 60 care homes and hospices and to show our appreciation for the hard working NHS staff in Harrogate, we donated more than 2,000 bottles of our premixed G&T range.

Spirit of Harrogate is also a member of Saint Michael's Guild of Patrons. We are supporting Saint Michael's over a three-year period to ensure the patients of today get the care they need, while also helping Saint Michael's prepare for the needs of the patients tomorrow.

Enjoy the Spring/Summer 2020 issue of the Slingsby Times [here](#).

Flick through the latest news from the wonderful world of gin, find out what we've been up to so far this year and discover the best ways to enjoy Slingsby from the comfort of your own home





# CONTACT

## Online:

[spiritofharrogate.co.uk](http://spiritofharrogate.co.uk)  
[facebook.com/slingsbysocial](https://www.facebook.com/slingsbysocial)  
[@slingsbysocial](https://www.instagram.com/slingsbysocial)

## Store & Experience:

Spirit of Harrogate  
5-7 Montpelier Parade  
Harrogate  
HG1 2TJ

