

— SINCE 1863 —

HAYMAN'S
of L O N D O N

TRUE ENGLISH GIN

BRAND PACK



*WELCOME
TO THE
HOME OF
ENGLISH GIN*

TRUE ENGLISH GIN IS DIFFERENT



Our family have been distilling True English Gin for over 150 years. The business was first started by great-grandfather in 1863 and since then five generations of our family have been championing and refining the True English Gin style first developed all those years ago.

We're still an independently-owned family business to this day.

English Gin is a drink we're passionate about as a family. A drink as important to the English psyche as Champagne is to the French. True English Gin is balanced, nuanced, subtle and it takes a long time to distil properly.

We hope you enjoy learning about our story, the story of English Gin and the many ways in which they are entwined.

Christopher Hayman

CHRISTOPHER HAYMAN
Fourth Generation Master Distiller



TRUE ENGLISH GIN

WHAT IS TRUE ENGLISH GIN?



True English Gin is the archetypal style on which the original cocktail scene was first developed. At its best, the style is renowned for its uniquely balanced, nuanced character created through a two-day process.

More subtle and less obvious than most other gins available today, it is a style as distinct from the current New Wave of gins and mass produced brands as French Bordeaux is from New World reds.

Very few producers still make True English Gin the traditional way. Over the years there has been a drive to cut costs, which has in turn led to lowering of standards, reduced bottling strengths and a loosening of the flavour characteristics traditionally associated with the style.

You may think you already know English Gin but we urge you to look again. In an era where the majority of gins are produced using industrial processes unrecognisable to early distillers, we believe the True English Gin style is worth championing, preserving and protecting.

We hope you will too.

*JAMES HAYMAN
Fifth Generation*



TRUE ENGLISH GIN

*TRUE ENGLISH GIN
IS DEFINED BY STYLE
PRODUCTION AND ERA*

	Genever	True English Gin	New Wave & New World Gins
STYLISTIC AMBITION	Malty, herbal, rich.	Balanced, complex, juniper led.	Bold, singular, not always juniper led.
PRODUCTION APPROACH	Blend of pot distilled grain and malt spirits - often aged.	Pot distilled using neutral grain spirit using traditional techniques.	Varied. Often featuring modern techniques.
ERA	17th Century to present day.	Early 18th Century onward.	21st Century to present day.
KEY VARIANTS	Jonge, Oude, Fruit, Korenwijn.	London Dry, Sloe Gin, Old Tom, Navy Strength, Cask Rested.	Fruit infusions, local botanicals, story-led botanicals.
KEY SERVES	Traditionally simpler serves such as Genever & Soda. Ice cold with beer or consumed straight up.	Classically balanced cocktail serves including Martini, Martinez, G&T, Gimlet, Negroni.	Stylistically bold serves such as the Spanish G&T where strong supporting flavours balance the gin.



A row of Hayman's gin bottles is shown, each with a different colored label and a decorative neck. The bottles are arranged in a line, and the text is overlaid in the center. The labels include 'HAYMAN'S', 'LONDON DRY GIN', 'SLOE GIN', and 'FAMILY GIN'. The necks are wrapped in various patterns and colors, including orange, blue, and green.

*HAYMAN'S
RANGE
OF
TRUE
ENGLISH GINS*

*HAYMAN'S
LONDON DRY GIN*



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HAYMAN'S LONDON DRY GIN

Unlike other London Dry Gins available today, our True English London Dry Gin is distilled to a 150 year old family recipe using a traditional two-day process.

Steeping the long-standing family recipe of just ten botanicals in English wheat spirit for a full day before distillation creates a fresh, bright and classically balanced gin with crisp citrus, subtle notes of exotic spice and the remarkable depth and complexity traditionally associated with the London Dry style.

Uniquely suited to the classic cocktails of the 19th and early 20th Century that were built around the style, we recommend enjoying our True English London Dry's crisp complexity in a refreshing G&T or a fortifying classic martini.

41.2% ABV



*Best UK London Dry Gin,
World Gin Awards 2018*

TASTING NOTES

NOSE

A perfectly balanced marriage of crisp juniper and fresh citrus.

-

PALATE

Bold juniper, bright citrus and warming spice come together.

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FINISH

Citrus and spice gives way to a dry finish with pleasingly earthy notes.

SIGNATURE SERVE

Classically paired with tonic water and a twist of lemon peel for a True English G&T.

FOOD PAIRING

The perfect food pairing for Gravdax or Smoked Salmon, the crisp citrus notes of our True English London Dry Gin cut wonderfully through the oily fish.



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TRUE ENGLISH GIN & TONIC

50ml Hayman's London Dry Gin

100ml Premium Tonic Water

1. Fill a highball with cubed ice.
2. Pour in the gin.
3. Top up with 100ml tonic or to taste.
4. Garnish with a twist of lemon peel.

HAYMAN'S LONDON DRY GIN MARTINI

50ml Hayman's London Dry Gin

10ml Dry Vermouth

1 dash Orange Bitters

1. Add all ingredients to a mixing glass, and stir well.
2. Strain into a chilled Martini glass.
3. Snap over the oils from lemon zest and garnish with a green olive for the best of both.



TRUE ENGLISH GIN



*HAYMAN'S
OLD TOM GIN*



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HAYMAN'S OLD TOM GIN

Many people are unfamiliar with True English Old Tom Gin. Dating back to a period when gin was more richly flavoured, it remains a family favourite to this day.

The gloriously generous quantities of botanicals used in our family recipe create a bold citrus and juniper pine character that is rich and rounded on the palate with a beautifully delicate finish. And the subtle underlying sweetness keeps it true to the original style of Victorian gin first enjoyed in 19th Century England.

Enjoy our True English Old Tom in a classic Martinez cocktail, a refreshing Tom Collins or a rich and full flavoured Old Tom and Tonic.

41.4% ABV

TASTING NOTES

NOSE

Juniper, citrus, soft spice and subtle earthy notes.

-

PALATE

Rich, round and wonderfully smooth, with vibrant citrus and a sherbet-like sweetness.

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FINISH

Delicate and earthy with lingering hints of citrus and a mouth-coating quality.

SIGNATURE SERVE

Serve with soda water and fresh orange garnish as a refreshing alternative to tonic or enjoy in the classic Victorian cocktail – a Martinez.

FOOD PAIRING

Try out a traditional Victorian food pairing with Hayman's Old Tom Gin and Jersey oysters. The slight sweetness of the gin perfectly matches the oysters' natural sweetness and contrasts with the oysters' salty finish.



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OLD TOM & TONIC

50ml Hayman's Old Tom Gin
Premium Sicilian Lemon Tonic

1. Fill a highball glass with cubed ice.
2. Pour in the gin.
3. Top up with tonic.
4. Garnish with a lemon wedge.

MARTINEZ

50ml Hayman's Old Tom Gin
15ml Sweet (Rosso) Vermouth
15ml Dry Vermouth
50ml Maraschino Cherry Liqueur
1 dash Angostura Bitters
1 dash Orange Bitters

1. Chill a martini glass.
2. Stir all the ingredients in a mixing glass or tin.
3. Strain into the chilled martini glass.
4. Garnish with a twist of orange peel or a Maraschino cherry

WHITE NEGRONI

35ml Hayman's Old Tom Gin
25ml Cocchi Americano Vermouth
20ml Suze Bitters
2 dashes Grapefruit Bitters

1. Fill a rocks tumbler with cubed ice.
2. Build the ingredients over the ice.
3. Garnish with a wedge of orange.



TRUE ENGLISH GIN

*HAYMAN'S
SLOE GIN*



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HAYMAN'S SLOE GIN

A True English Sloe Gin is defined by its balance. Not too sweet, not too tart and you need to be able to taste the gin! To create ours we gently steep wild harvested English Sloe berries in our classically balanced English Gin for three to four months following an old family recipe.

The result is a Sloe Gin of exceptional balance in which you will find plummy aromas, hints of almond and frangipane and delicious fruity notes from the wild-foraged berries – all underpinned by a classic English Gin backbone.

Classically enjoyed throughout the festive season or as a warming companion to a brisk winter's walk, our True English Sloe Gin also pairs perfectly with sparkling wine to create a refreshing summer serve.

26.0% ABV

TASTING NOTES

NOSE

Soft plum, almond, frangipane and ripe red fruits.

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PALATE

Gin-forward, warming and rich with a delicate balance of tart and sweet.

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FINISH

Sweet plum flavours and warming spice.

SIGNATURE SERVE

Top with Sparkling Wine and celebrate with a Sloe Royale for a wonderful celebratory serve at any time of the year.

FOOD PAIRING

The balance of sweet and sharp notes from the sloe berries in Hayman's Sloe Gin make it an excellent pairing with game dishes. Use in place of red wine to create a rich, complex base for venison or duck casseroles.



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SLOE GIN COOLER

*50ml Hayman's Sloe Gin
Premium Bitter Lemon*

1. Fill a highball glass with cubed ice.
2. Pour in the gin.
3. Top with the Bitter Lemon.
4. Garnish with a slice of lemon zest.

WIBBLE

*30ml Hayman's Sloe Gin
30ml Hayman's London Dry Gin
30ml Pink Grapefruit Juice
10ml Lemon Juice
10ml Blackberry Liqueur
5ml Sugar Syrup*

1. Chill a martini glass.
2. Shake all the ingredients thoroughly.
3. Strain into the chilled glass.
4. Garnish with a twist of lemon peel and blackberries.

SLOE ROYALE

*35ml Hayman's Sloe Gin
Sparkling Wine*

1. Pour the Sloe Gin into a champagne flute.
2. Top with Sparkling Wine to taste.



TRUE ENGLISH GIN

*HAYMAN'S
GENTLY RESTED GIN*



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HAYMAN'S GENTLY RESTED GIN

Our Gently Rested Gin is wonderfully smooth, rounded and well-balanced, with peppery and spicy notes from the dominant botanicals, juniper and coriander, adding to its full-flavoured individuality.

Made to reflect the style sold in London's ornate Gin Palaces in the 1800s, there's a nod to the tradition that gin was sold from the cask rather than the bottle. Which we achieve by resting the gin in old Scotch Whisky barrels for just three weeks. Such short contact with wood really lifts the botanical flavours of enticing peppery spice.

41.3% ABV



*Gold, International
Wine & Spirit Competition 2015*

TASTING NOTES

NOSE

Classic juniper with spicy coriander and black pepper.

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PALATE

Soft mouthfeel with a pleasantly warming peppery spice.

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FINISH

Clean and long with bright citrus, coriander and a lingering peppery warmth.

SIGNATURE SERVE

Bring out the spicy peppery notes of the gin by pairing with Ginger Ale.

FOOD PAIRING

Soft and rounded yet complex, our Gently Rested Gin is wonderful paired with any number of cheeses. Its slightly peppery finish is a great match for the mild and creamy Wigmore cheese though it will stand up robustly to even the strongest of flavours.



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GENTLY RESTED GIN AND GINGER ALE

50ml Hayman's Gently Rested Gin

100ml Premium Ginger Ale

1. Add cubed ice to a highball glass.
2. Pour in the gin.
3. Top with 100ml Ginger Ale or to taste.
4. Garnish with lime wheels.

GENTLY RESTED GIN OLD FASHIONED

50ml Hayman's Gently Rested Gin

15ml Homemade Bay Leaf Syrup

3-5ml Lagavulin Scotch Whisky

2 dashes Absinthe

1. To make the bay leaf syrup, put two bay leaves in a saucepan with two parts sugar to one part water, and slowly bring to a simmer. Remove from the heat when the sugar has dissolved and leave to cool.
2. Stir all ingredients with ice in a mixing glass or jar.
3. Add cubed ice to a rocks glass.
4. Strain the drink over the ice.



TRUE ENGLISH GIN

*HAYMAN'S
ROYAL DOCK GIN*



— SINCE 1863 —

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HAYMAN'S ROYAL DOCK GIN

First supplied to the English Admiralty in the late 19th Century, we still make our Navy Strength Royal Dock Gin by hand in London to this day. The style is bright and bracing but not at all overpowering with a brilliant balance of juniper, coriander and citrus and a softly nuanced mouthfeel.

Bottled at a traditional Navy Strength of 57% ABV, this hearty style is suited perfectly to mixing a classic Pink Gin. Also wonderful in a traditional True English Gimlet, originally mixed by combining the sailors' daily tot of gin with the lime ration provided to fight off scurvy.

57.0% ABV



*Double Gold, San Francisco
World Spirits Competition 2013*

TASTING NOTES

NOSE

Wonderfully bright juniper, coriander and citrus.

-

PALATE

Bright, bold and bursting with fresh juniper, zesty citrus and crisp coriander notes.

-

FINISH

Warming and perfectly balanced with soft underlying spice.

SIGNATURE SERVE

Enjoy a refreshing take on traditional Victorian Navy Strength Pink Gin.

FOOD PAIRING

The bright flavours of citrus, juniper and coriander in Hayman's Royal Dock make it the perfect match for spicy Indian food, as the robust flavours in the gin stand up to the traditional Indian spices.



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NAVY STRENGTH PINK GIN & TONIC

50ml Hayman's Royal Dock Gin

100ml Premium Tonic Water

Angostura Bitters

1. Fill a highball glass with cubed ice.
2. Pour in the gin.
3. Top with 100ml tonic or to taste.
4. Add in a dash or two of Angostura Bitters.
5. Garnish with a lime wedge.

NAVY STRENGTH SUGAR SNAP GIMLET

50ml Hayman's Royal Dock Gin

20ml Cocchi Americano (Vermouth)

15ml Homemade Sugarsnap Shrub

1 dash Celery Bitters

1 dash Lemon Bitters

1. To make the shrub, heat equal parts white wine vinegar and sugar in a saucepan until the sugar has dissolved. Add a handful of sugarsnap peas, simmer for 5 mins then allow to cool. Strain before bottling and leave in the fridge for 1-2 days.
2. Chill a martini glass.
3. Stir all ingredients over cubed ice in a mixing glass.
4. Strain into the martini glass.



TRUE ENGLISH GIN

THE FRIENDS OF TRUE ENGLISH GIN



All around the world, we are building a network of friends who are interested in the history of True English Gin. People who understand its unique position within the history of the 19th and 20th Century cocktail booms and who feel – like we do – that the traditional distillation techniques pioneered by my great-grandfather over 150 years ago and the uniquely balanced, nuanced gins it creates are worth protecting.

Now that you have had the chance to learn more about our history, the way we distil today and our full range of True English Gins I hope that we can include you within this group. I personally would be delighted if you will consider yourself a Friend of True English Gin for the future and I very much hope you will be able to visit us in London at some point in the future. As you go out to spread the word about Hayman's range of True English Gins, we encourage you to make more friends on our behalf. Today, ours is a small but growing family business. We hope that you – as a friend of True English Gin – will help us secure its future for the next 150 years and we thank you for your efforts in doing so.

Miranda

MIRANDA HAYMAN

Fifth Generation




TRUE ENGLISH GIN



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