



ESTD 2016

SING GIN

BEAUTY IS ONLY GIN DEEP



CRAFTED WITH TRUE YORKSHIRE CHARM

SING GIN is a **family-owned gin** inspired by the natural beauty of Yorkshire, UK. One of the **first British premium grape-based gins** was conceived and created by gin aficionado and owner, Ian Thompson.

Ian's dream was to create a **gin legacy** that could pass down the generations of his family and also honour his beloved home county of Yorkshire.

Inspired by the natural beauty of Yorkshire, Ian installed a **small copper pot still** in his cellar.

While experimenting, he developed a recipe he felt was the **perfect expression of the Dales**.



A BEAUTIFUL IDEA

The recipe uses **seven botanicals** including juniper, mint, orange peel and flax. **Flax** was chosen for its floral subtlety and its historical link to the Dales village of **Kettlesing** – it was once grown there as a crop centuries earlier.

Kettlesing is also where the Thompson family live. Noted in the Domesday Book of 1086, this 'area of outstanding natural beauty' inspired the **Sing** name.





CRAFT COMES FIRST

Craft and **authenticity** are important, which is why SING GIN is **crafted from the grape**, rather than from grain – grape achieves a **fruity silky-smoothness** of flavour, and was used in the world's very first juniper spirits, back in the 14th century.



The neutral grape spirit is crafted from three varieties of grape native to Spain - **Tempranillo, Bobal** and **Airen**.



Rather than use whole botanicals, the botanicals are **crushed by hand** at the distillery to achieve the signature strength of flavour and aroma.



OUR DISTILLERY

Having our very own **distillery** in the Dales village of Kettlesing means **we control every nuance of our gin-making**, from the crushing of the botanicals through to the bottling.



Here's Bella, our **stainless steel and copper still**.

She's named after our very first family dog and is just as loyal.

Bella is where we **infuse our grape spirit with the hand-crushed botanicals**.



Next to Bella stands the thumper where the liquid is cleaned and excess water removed.

Then on the right is the condenser where the vapour becomes the **precious liquid**.





TASTING NOTES

On the nose, there are pronounced **juniper** notes followed by **subtle sweet** and **citrus** notes with a **hint of spice**, and **floral after-tones**.



On the palate, Sing is a **big flavoured gin** with lots of juniper balanced with sweet notes and a **long finish**, leaving a **subtly pleasurable tingle** on the edges of the tongue.



AN ELEGANT IDENTITY

A fearsome gargoye acts as guardian over our secret recipe. Botanicals are woven into his beard and hair.



The central shape takes its inspiration from a folly reflected in a tranquil lake.



Within the illustrated tree line that encircles the bottle you'll spot a few of the botanicals used in Sing Gin



The gold represents the golden glow of the stone from the folly and the blues represent the deep waters of the lake.





SERVING SUGGESTION

SING & TONIC

INGREDIENTS

25ml or 35ml SING GIN
Top with Mediterranean Tonic

GARNISH

Stem Glass or Highball Glass
Garnish with a Mint Sprig or an Orange Twist

INTENSITY



QUAFFABILITY





CONTACT US

BRAND VIDEO

www.youtube.com/watch?v=4jVtuxn0q3o

www.singgin.com

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• PREMIUM SMALL BATCH GIN •

INSPIRED BY THE BEAUTY OF THE DALES
MADE FROM THE FINEST BOTANICALS

