

**GIN
&
TONIC**

THE COMPLETE GUIDE
GIN & TONIC
FOR THE PERFECT MIX

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PREFACE

“I like
large parties.
They’re so
intimate.
At small parties
there’s never
any privacy.”

Just like the character of Jordan Baker—played by Elizabeth Debicki in the 2013 film of *The Great Gatsby*—we love to throw a hell of a party. Don’t misunderstand us, there is nothing wrong with an intimate party with friends, but in this book we are pulling out all the stops and won’t let anyone go thirsty. It doesn’t matter to us where and with whom you drink your gin & tonic, but what does fascinate us is how you take your gin & tonic. What comes out of your glass should dance on the tongue, extend the boundaries, and passion should triumph: So... Let’s get this party started!

Where others finish, we will go further. Our book will answer your questions, and those that still burn on the lips of everyone who is passionate about gin & tonic: “Which gin do I combine with which tonic, and what garnish do I add?” Well, after reading this book you will be able to amaze your friends and foes with a

heavenly gin & tonic. Perfectly mixed, using the right utensils, and the best tasting garnish ‘popped’ on top! Throughout the book you will discover more than twenty tonics and sixty gins. At the back you will find a comprehensive ‘Gincyclopedia’.

This book is our homage to the immensely popular drink, and your guide on the quest for the ultimate gin & tonic. First, we will catapult you back in time and get thoroughly ‘gin soaked’ and then resume our journey and take you to ‘tonic land’. Read and learn. Then we will take you into the passionate relationship between gin & tonic. We will blow you away with a cornucopia of information, guidelines and sensations. We will show you how to find your ideal match, and add the right garnish, too.

To make the party complete, we will be combining various meals with gin & tonic. We will discover that our favourite drink is at home in any situation, and can complement all kinds of recipes. We round up with twelve must-visit bars. After that, it is up to you: taste, discover and experience. We are more than happy to accompany you on your journey to find your ultimate gin & tonic!

This book is for those who never leave a party early, for those who watch a concert to the very end. For the truly individual, or those who aspire to be so. For those who like to slowly savour, or those who thrive on a snap decision. For those in search of inspiration and information, or those who just want to use the book to get pleasantly sozzled. For those who are in search of a new love, or those who have already found their love.

But first and foremost, for those who prize passion above all.

For all who literally ‘live life to the fullest’ ...

Cheers to us!

Note:

The author F. Scott Fitzgerald was a notorious gin lover...

GIN: SOME HISTORY

OR HOW THE JUNIPER BERRY CHANGED THE WORLD...

Before gin, there was genever or jenever. In Belgium it is called jenever with a 'j', while in the Netherlands it is often referred to as genever with a 'g'. The history of gin is not an entirely untroubled one: it is a story of courage, calamity and mishap, but also of new innovations, insights and trends, which continues right up to the present day. Whisky makes us think of the Scottish Highlands, rum conjures up pirates and the shipping trade and vodka whispers of Siberian winters, but the story of gin spreads from the Middle East to Europe and America, it is a history that completely changed the world...

BELGIUM OR THE NETHERLANDS



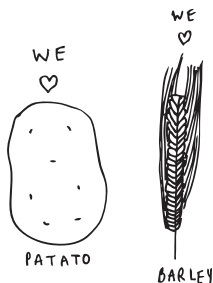
Our favourite, gin, is based on a famous drink which has its origins in the Low Countries (now Belgium and the Netherlands). The first mention of the juniper berry can be found in *Der Naturen Bloeme*, (The Flowers of Nature) written by Jacob van Maerlant in 1269. This encyclopaedia applauds the juniper berry for its many medicinal properties. Van Maerlant writes about juni-

per berries cooked in wine and how it is used as a medicine against cramps and stomach pains. A century later, jenever appears again in a booklet, this time as a medicine to cure the plague; the author, Jan van Aalter, is also the first to mention the euphoric effects of jenever. Both Jacob and Jan happened to be Flemish although jenever is well-known both in Great Britain and America, and even today is still called ‘Dutch Courage’ or ‘Holland Gin’, referring to its Low Countries heritage. During the siege of Antwerp in 1585, many flee to the Netherlands, taking their beloved jenever with them. The following century sees Belgium burdened by prohibition, meanwhile however in the Netherlands, the Golden Age is dawning, allowing the production methods of gin to develop.



YES, WE CAN...

As people become more familiar with distillation methods, they discover that spirits can be made from anything that ferments. You can just imagine the world of possibilities that unfolded, and during the 14th and



15th centuries a lot of enthusiastic experimentation takes place. In Poland and Russia they discover the delights of a new use for the potato, and in Ireland and Scotland they are busy with barley. In the Low Countries brandy is a term used for a whole range of different spirits. Excise reports from 1492 show that significant amounts of grain-based spirits, particularly rye, are

very commonly distilled. In 1582, the first technical description for distilling spirits from grain appears: *Guide to Distilling Korenbrandewijn* (corn brandy) by Casper Jansz.

ABBONDIO TONICA VINTAGE EDITION

ORIGIN

In business for over 120 years, Abbondio is one of the oldest drinks producers in Italy. Above all, this brand is seen as the most prestigious in the country. Angelo Abbondio set up his soft drinks factory in Tortona in 1889 and paid special attention to quality and traditional recipes. The pin-up pictures used on the bottles are quite striking. The Abbondio tonic was created at the beginning of the 20th century and was originally called 'bitter gazzosa'.

INGREDIENTS

carbonated water

cane sugar

quinine

natural flavourings

TASTE AND FLAVOUR

The traditional formula seamlessly integrates the sour taste of the lemons with the cane sugar. Lightly carbonated and completely free of genetically modified products.



BRITVIC

INDIAN

TONIC WATER

ORIGIN

In the middle of the 19th century, a British chemist began to experiment with the making of soft drinks at home. A little while later, James MacPherson & Co bought the recipes and introduced the drinks into the United Kingdom, under the name of British Vitamin Products. In 1971, the name changed from British Vitamin Products to Britvic and so the Britvic brand was born.

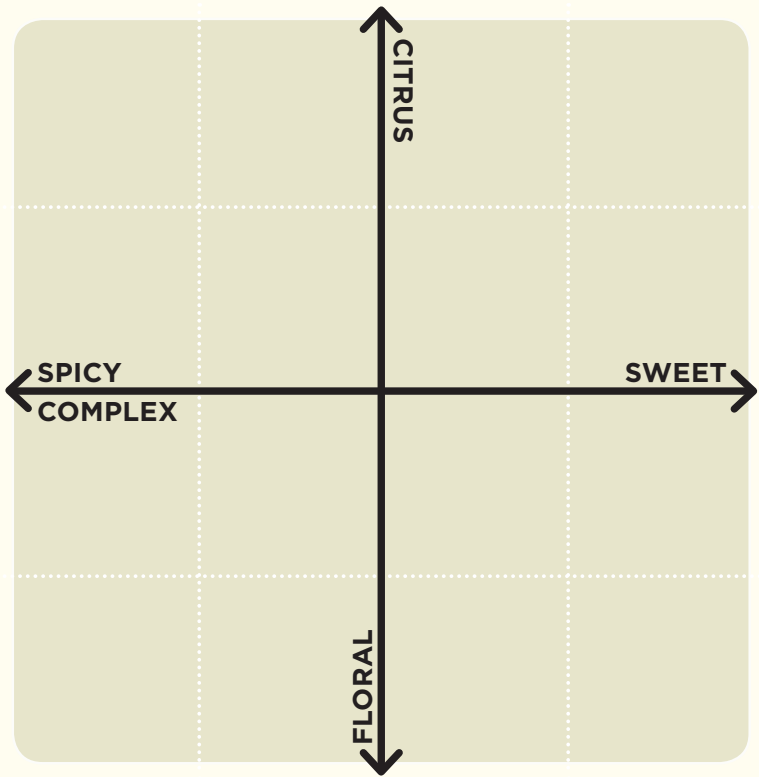
INGREDIENTS

carbonated water
sugar
citric acid
flavourings: including quinine
preservatives: potassium sorbate
saccharin.....

TASTE AND FLAVOUR

On the nose, a real tonic: very lively citrus scent. In the mouth, sparkling with a dry and bitter finish. Big bubbles.





CLASSIFICATION ACCORDING TO THE FLAVOUR CROSS

To properly demonstrate the use of the flavour cross we will take a few ambassadors from the new generation of gins and give them a place on the first version of the cross.

Please note: this is not to say that the old guard, like for example Bombay Sapphire, Beefeater Gin, Gordon's Gin, etc., do not warrant a place on the flavour cross. The typical London Dry gins find themselves close to the centre because of their classic gin flavour.

Since we don't want to leave anyone 'thirsty' for too long, we also give the tonics a place on the flavour cross. In this second version, we clarify straight away which tonic should be combined with which gin.

In principal a neutral tonic can be mixed with any gin, however they really come into their own in the centre of the flavour cross with the classic London Dry flavours.

First we will concentrate on the term New Western gin or New Generation gin.

NEW WESTERN GIN OR NEW GENERATION GIN

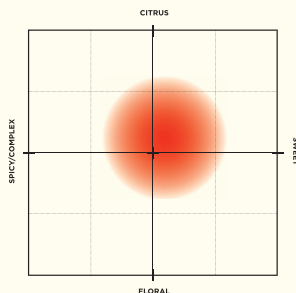
The new generation of gins date their renaissance from the year 2000 onwards, and have a herby and balanced aroma alongside the dominant juniper berry. The term New Western gin was conceived by Ryan Magarian, an internationally acclaimed bartender from the USA and co-creator of Aviation Gin. The term New Western gin has in the meantime become ingrained in the world of mixology. As authors of this book we also include the previous generation of gins under the heading New Generation gin. Why? The only reason is to make it easier and clearer for you. Are you a professional? Well then you are undoubtedly already familiar with the term New Western gin and you can safely skip over the following comments.

New Western gins stem from the efforts of both big brand producers and regional distilleries and gin adepts. By adepts we mean those passionate believers who knock on the doors of distilleries to get their own gin developed. After casting an eye over the available range of dry gins, they all saw that there was huge potential in creating new gins with more ‘freedom of taste’; thus, an opportunity to put other botanicals into the spotlight alongside the juniper berry, which had had the starring role for so many years. Legally speaking the juniper berry has to remain the dominant flavour, but this new generation is not only defined by juniper but also by the careful integration of other supporting flavours.

According to Ryan Magarian, Tanqueray Malacca is one of the first New Western gins ever created. First introduced in 1997, this gin label was quickly taken off the market in 2001 due to limited success. It is possible that ten years ago, the timing was just not right for the new evolution in gin, or perhaps it’s better to call it a gin revolution. Today however, it is a different story. In 2013, the label was brought back for the general public and has proved to be a big success. Hendrick’s Gin followed suit and brought out a gin with aromas of cucumber and Bulgarian rose. This opened the floodgates, leading to other new artisan gins, only too happy to show off their creativity and regional specialities. The number of New Western gins on offer is on the rise, and keeps rising to this day.



THE FLAVOUR CROSS AND SOME GIN AMBASSADORS



IN THE MIDDLE: CLASSIC LONDON DRY STYLE COMBINE WITH NEUTRAL TONIC

As mentioned earlier, London Dry is a classic style of creating gin and is a label of quality, which furthermore has nothing to do with the place it is made or the taste of the gin.

It is true that London Dry was (before the ‘gin explosion’ of the last few years) considered to be the typical gin taste: sharp bitter (sweet), a hint of citrus and a dry finish. Nowadays, gins which carry the label London Dry have very little in common with the Dry gins of the past.

One thing is certain though, to be allowed to carry the label London Dry, the gin must conform to certain EU regulations and conditions (see page 80). There are also many new gins which comply with these regulations, and so likewise belong in this category. These comply with the rules of what a London Dry should be, but introduce new botanicals and distillation techniques, moving further and further away from the centre of the flavour cross. To sum up: a gin that finds itself close to the centre has the classical London Dry taste. The further away it deviates from the centre of the cross, the more different the taste notes are, or to say it in another way, the more the citrus-sweet-floral-spicy/complex taste manifest themselves in the gin.



41.6
%

SIPSMITH GIN

ORIGIN

Sipsmith Independent Distillers was set up in London in 2009. After years of gaining experience in the drinks industry, a group of friends made the decision to go into business to brew their own gin and follow their passion for artisan spirits. They call themselves ‘sip-smiths’. The smiths still make use of the traditional production processes, the so-called ‘one-shot’ gin. In this process the botanicals are distilled with the spirit, and the herbs are only used once for one batch only. Aside from the ingredients, this is a really unique London Dry Gin due to the use of vodka as the base for the production. Sipsmith Gin has taken home many awards due to its taste and craftsmanship.

TASTE AND FLAVOUR

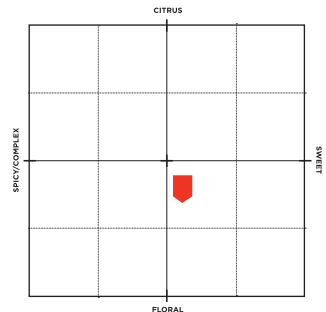
On the nose, the flowery tints are reminiscent of summer meadows, filled out with the round fragrance of the juniper berry and the freshness of citrus. Tastes of juniper, lemon tart, and orange marmalade are recognisable in this gin. Sipsmith Gin finishes like any classic London Dry: dry with hints of juniper and lemon.

INGREDIENTS

- juniper berry
- Seville orange
- Spanish lemon peel
- Bulgarian coriander seed
- French angelica
- Spanish liquorice root
- Italian orris root
- cinnamon from Madagascar..
- Chinese cassia bark
- ground almonds
from Spain

COMBINE WITH

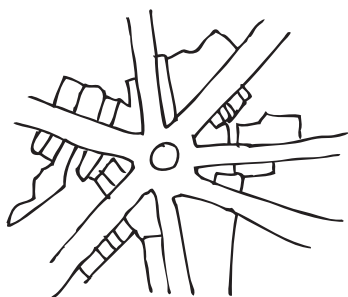
neutral tonic





7 DIALS GIN

THE COMMUNITIES ONE



SEVEN DIALS

ORIGIN

This London Dry Gin is named after the famous crossroads in the St. Giles district of London. Seven Dials is between St. Giles and Soho. In the late 1600s, seven streets were laid, converging at this point to make a star. During the 1700s, this area was the base for tens of gin shops. 7 Dials Gin is produced by the London Gin Club and makes use of seven botanicals.

TASTE AND FLAVOUR

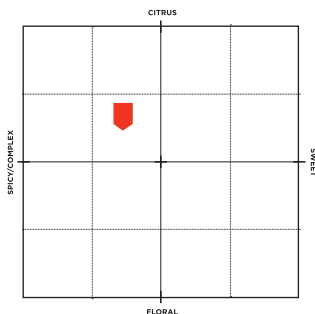
On the nose, a fresh pine and light floral hint. The taste begins with spice and a strong dose of cardamom, expanded with juniper berry and coriander.

INGREDIENTS

- juniper berry.....
- coriander.....
- angelica.....
- marshmallow root.....
- clementine peel.....
- cardamom.....
- almonds.....

COMBINE WITH

Schweppes Premium Mixer
Original Tonic and zest of
lemon and lime



T Dials

LONDON DRY GIN

GIN, HAPPY PRODUCT OF OUR CITY, CAN SINEWY ENDS
AND WEARIED WITH FATIGUE AND TOIL, CAN CRIBB
BRAND. LABOUR AND ART UPHELD BY THEE, WE CAN
WHICH WITH GLASS, GENUS LIQUID, THY PINEY CRAFT
LAPPEL, WHO WARMS EACH ENGLISH BREAST WITH US

GRAPHIC BAR

UNITED KINGDOM - LONDON

WWW.GRAPHICBAR.COM



This gin bar in Soho offers more than 100 gin varieties. The entire length of the bar is filled almost exclusively with gins, and the menu or rather ‘gin bible’ provides information on every gin they have available. Graphic Bar houses, in their own words, the biggest gin collection in the world, and strives to serve the perfect Gin & Tonic and Martini: these two cocktails don’t mask the taste of the gin. Moreover, you will always find the right tonic and the right garnish with every gin. Art meets bar in Graphic as the décor changes regularly, each time assembled by a different, trendy artist. Graphic Bar is one of the first ‘gin-craze’ bars in London and they are very happy to work with staff from the Iberian Peninsula, so as to take gin & tonic to a new level.

PORTOBELLO STAR

UNITED KINGDOM - LONDON

WWW.PORTOBELLOSTARBAR.CO.UK



The first bar with its own gin, namely Portobello Road N°171, is located in the Notting Hill area. From the outside it looks just like a regular English pub, and it is not immediately apparent that there is a real cocktail bar inside. And to be fair, the inside décor of the Portobello Star is very pub-like. But the cocktails and the gin & tonics are of an extremely high quality. Mixologist Jake Burger definitely knows his trade. Gin lovers can also book a ‘Ginstitute’ session, which includes a tour of the mini gin museum, followed by a comprehensive history lesson and an introduction to the development of gin. Last but not least, you get the chance to try out your own gin formula.

GINCYCLOPEDIA

This list provides a summary of gins currently available worldwide. However, as new gins are popping up almost every week it is by no means exhaustive, rather more of a snapshot of how it is at the moment. It will hopefully prove to be a useful tool for your initial investigations.

Note: producers are often (deliberately) vague about production information and so this list also has its limitations. Only gins of 40% ABV make it onto the list, as this is our own idiosyncratic bench mark of quality and passion.

NAME	Derivatives	Place of origin	Alc%	Year	Brand owner/ distillery	Number of botanicals	(Known) botanicals
1 & 9 GIN		France	40		Distillerie Des Terres Rouges	10	juniper berry, coriander, orris root, orange, cinnamon
5TH DISTILLED GIN	Fire - Red Fruits	Spain	42		Destilleries del Maresme	4	blueberries, raspberries, strawberries, blackberries
	Wind - Floral	Spain	42		Destilleries del Maresme	4	flowers, spices and botanical elements
	Earth - Citrus	Spain	42		Destilleries del Maresme	4	grapefruit, orange, mandarin, lemon
6 O'CLOCK GIN		UK	43		Bramley and Gage	7	juniper berry, coriander, angelica, orris root, elderflower, orange peel, savory
7D ESSENTIAL LONDON DRY GIN 0.7L		Spain	41		Comercial S.A. Tello	12	juniper berry, bitter orange, thyme, peppermint, cinnamon, lemon, chamomile, spearmint, sweet orange, lavender, mandarin orange, coriander
12 BRIDGES GIN		USA	45		Integrity Spirits/ Distillery Row	12	
12/11 GIN		Spain	42.5	2011	Benevento Global/ Destilerías Liber	11	juniper berry, cardamom, rosemary, thyme, lemon and mandarin
ADLER BERLIN DRY GIN 0,7L		Germany	42		Preußische Spirituosen Manufaktur	unknown	juniper berry, lavender, coriander, ginger and lemon peel
	Adler's Reserve / KPM Edition		47				
ADNAMS DISTILLED GIN		UK	40	2010	Adnams Brewery	6	juniper berry, orris root, coriander seed, cardamom pod, sweet orange peel and hibiscus flower - See more at: http://adnams.co.uk/spirits/ our-spirits/distilled-gin/#sthash. ARYNwtPb.dpuf
		Adnams First Rate Gin 0.7L	48				
		Adnams Sloe Gin	26				

COLOPHON

WWW.LANNOO.COM

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