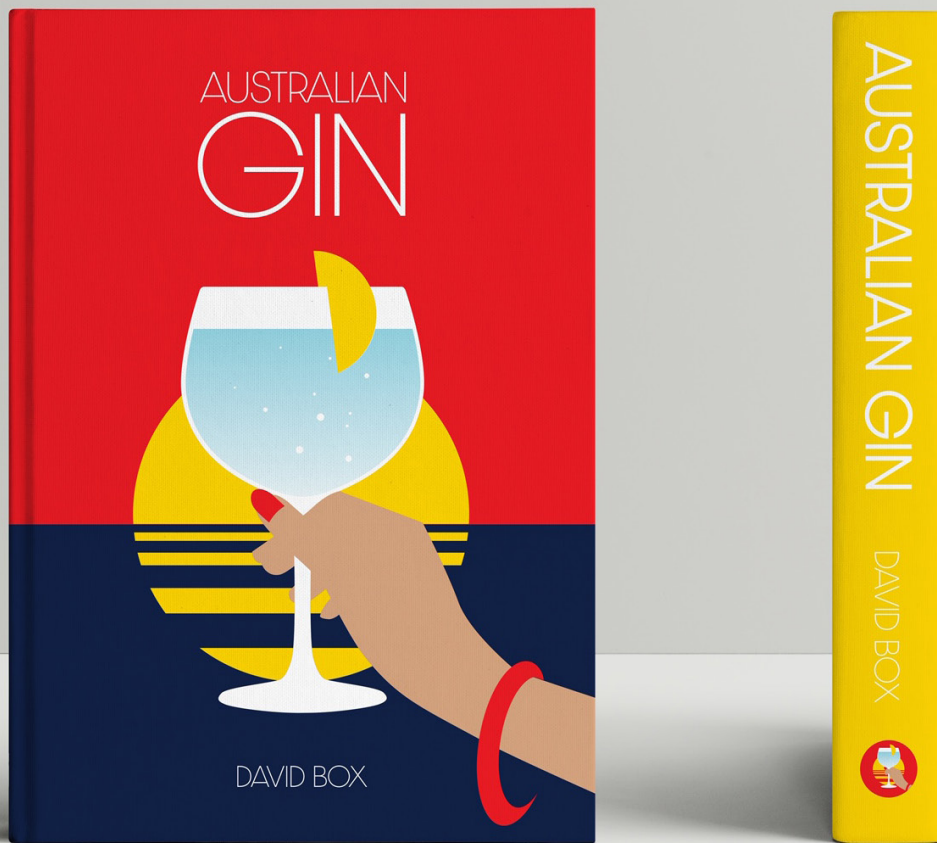


MEDIA RELEASE



## THE AUSTRALIAN GIN BOOK YOU'VE BEEN WAITING FOR

The world has gone mad for gin and Australia is no different. New distilleries are opening at such an astounding rate that no one has published a comprehensive book about Australian Gin, until now. What is fuelling this boom: consumers are turning their back on the same old imports and want a "craft" experience, distilling laws have been relaxed and simultaneously there is a revival of the cocktail culture both at home and with hipsters opening up cool new bars everywhere. Gin is no longer just a habitual G&T at 6 o'clock, but rather a very versatile and sophisticated drink. Our new Australian distillers are leading the world as they experiment with complex flavours, ageing, and hybrid styles like shiraz gin and green ant gin. Global awards are being won.

In **Australian Gin**, David Box and contributors including Jon Lark (KI Spirits), Dave Irwin and Matt Argus (Patient Wolf), Cameron Mackenzie (Four Pillars) and Phillip Jones (The Martini Whisperer) open up the world of Aussie gin. You'll find detailed information on 80 distilleries that started the current gin craze; the people, the gins, their cellar doors and much more. There is also a list of dozens of newcomers. All for less than a bottle of craft gin.

**Australian Gin** covers such subjects such as:

- What exactly is gin?
- The history of Australian gin
- Different gin styles
- Starting a distillery
- The issues distilleries have to face
- How to enjoy gin
- and more!

**It is indeed the book all gin lovers have been waiting for!**

### AUSTRALIAN GIN

DAVID BOX

DECEMBER 2019

ISBN 9780648678588

HARDCOVER

254 x 203 mm

288 pages

AUD\$69.95

To request your review copy of **Australian Gin**, discuss promotions, and interview the author please contact

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Marketing Services

# NEED FURTHER GINSPARATION...?



## THE HISTORY OF AUSTRALIAN GIN

While gin is often described as the 'spirit of the nation', it's not always clear what that means. In the case of Australia, it's a spirit that has been brewed in the heart of the continent since the early days of settlement. The history of Australian gin is a story of innovation, resilience, and a deep connection to the land. From the early days of rum and brandy to the modern craft gin movement, Australian gin has always been a reflection of the country's unique character. The story begins with the arrival of the first European settlers in 1788, who brought with them a taste for spirits. Initially, rum and brandy were the dominant drinks, but as the colony grew, so did the demand for more diverse and locally sourced beverages. It wasn't until the 1930s that gin truly began to take hold in Australia. The story of Australian gin is a testament to the country's ability to embrace and adapt to new trends, while staying true to its roots. Today, the Australian gin industry is thriving, with a wide variety of styles and flavors that cater to a growing and discerning market. The history of Australian gin is a story of a nation that has found its own unique voice in the world of spirits.



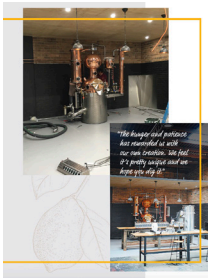
## THE CRAFT GIN PHENOMENON

The craft gin phenomenon is a testament to the power of local sourcing and innovation. In recent years, there has been a surge in the popularity of craft gin, driven by a growing demand for high-quality, locally sourced spirits. This movement has not only revitalized the gin industry but has also brought attention to the unique botanicals and flavors of the region. The craft gin phenomenon is a reflection of a broader trend towards sustainability and local sourcing. Consumers are increasingly seeking out products that are made locally, with a focus on quality and transparency. This has led to a renaissance of the craft gin industry, with distillers experimenting with new botanicals and flavors to create unique and memorable experiences. The craft gin phenomenon is a testament to the power of local sourcing and innovation, and it's a trend that is likely to continue for years to come. As the industry grows, it's important to ensure that the quality and integrity of the craft gin movement are maintained, so that consumers can continue to enjoy the best of what the region has to offer.

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## STARTING BRUNSWICK'S FIRST DISTILLERY

**THE LOWDOWN**  
 The story of how the first distillery in Brunswick was established is a testament to the power of local sourcing and innovation. The distillery was founded by a group of passionate individuals who were determined to create a high-quality, locally sourced gin. The process was not without its challenges, but the team's dedication and hard work paid off. Today, the distillery is a thriving business, producing some of the best gin in the region. The story of the distillery is a testament to the power of local sourcing and innovation, and it's a story that is likely to inspire others in the industry.



## ENJOYING GIN

**AUSTRALIAN GIN & COCKTAIL RECIPE**  
 The art of enjoying gin is a science, and it's one that is constantly evolving. The key to a great gin cocktail is to use high-quality ingredients and to balance the flavors. This recipe is a classic example of a well-balanced gin cocktail, featuring a blend of botanicals and a touch of sweetness. The recipe is simple and easy to follow, making it a great option for both beginners and experienced mixologists. The recipe is a testament to the power of local sourcing and innovation, and it's a recipe that is sure to become a favorite.



## ANTIPODES GIN CO. "ORANGES AND LEMONS"

**FOUNDED GIN DRINKS**  
 The Antipodes Gin Co. is a testament to the power of local sourcing and innovation. The company was founded by a group of passionate individuals who were determined to create a high-quality, locally sourced gin. The process was not without its challenges, but the team's dedication and hard work paid off. Today, the company is a thriving business, producing some of the best gin in the region. The story of the company is a testament to the power of local sourcing and innovation, and it's a story that is likely to inspire others in the industry.



## ABOUT THE AUTHOR DAVID BOX

Until a few years ago David Box enjoyed gin. He then discovered Australian craft gin and he fell in love with a spirit that he never dreamt could be so complex. A country boy from Portland in Western Victoria, David is qualified in chemical engineering, winemaking and marketing. Having spent time working in England, Venezuela and Chile he is now based in Melbourne. He founded Gintonica and writes about and works with Australian craft spirits.

“...A GREAT RESOURCE FOR EVERYONE INTERESTED IN GIN.”  
 —(from the Foreword) Jon Lark, KI Spirits, South Australia

Request your review copy of Australian Gin today!

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