

jensen

GIN

Jensen's Bermondsey Gin is the brainchild of Christian Jensen, a Danish IT specialist who fell in love with old-style gins while working in Japan. After trying all the modern gins, Christian started tasting samples of older gins from the 1940s and earlier, when gin cocktails were in their heyday.

He discovered that they were heavier and more flavoursome, a style he preferred to the more modern London Dry gins. Christian returned to London determined to make his own gin in the traditional London style.

The result of Christian's collaboration with a London-based gin producer, Jensen's has just the combination of intense, pure, aromatic flavours and silky-textured weight on the palate that he was looking for.

Instead of relying on more fancy modern ingredients, the emphasis here is on clean, fresh juniper-led flavours derived from a small number of classic botanicals. Moreover, Jensen's is the only small-batch gin that is actually produced in London in this original London Dry style. Bottled at 43%, Jensen's is a taste of what London Dry used to be.

For all these reasons, Jensen's London Dry is a brilliant mixing gin; after all, it is designed to resemble the gins with which many of the classic gin cocktails were invented. As well as making a terrific G & T, it makes a fabulous Martini and will also work particularly well in a Negroni or a Ramos Gin Fizz. Now you can taste these drinks as they would have tasted in the Golden Age of cocktails.

Jensen's Bermondsey Gin



Following the success and critical acclaim for Jensen's London Dry Gin, and the recent revival of interest in older style gins, Christian has turned the clock back even further with his new **Jensen's London-Distilled Old Tom Gin**.

Old Tom was an early nickname for gin, and nowadays it is generally understood to refer to the sweeter style of gin produced in the late 1800s and early 1900s - when sugar was added to gin to recreate the flavours of the original Old Tom gins of the late 18th and early 19th centuries.

But Old Tom wasn't always artificially sweetened in this way. Jensen's Old Tom is a recreation of an original Old Tom recipe from the 1840s, when sugar was more expensive and impurities were usually hidden by the simple expedient of adding greater quantities of botanicals. Jensen's Old Tom is true to this style, producing an extraordinarily complex, intensely-flavoured gin, with long-lasting herbal spiced notes and a natural residual sweetness on the finish.

Jensen's Old Tom Gin is an unmissable taste experience, and is perfect for classic gin cocktails like the Tom Collins or Martinez whose original recipes called for Old Tom.



Jensen's Old Tom Gin


**SPECIALITY
BRANDS**
PREMIUM DRINKS AGENCY