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Speciality Brands to distribute "old-style" gin

Written by Claire Weekes

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Speciality Brands Ltd., is pleased to announce it has acquired the distribution for Jensen Bermondsey Dry London Gin, the brainchild of Christian Jensen, a Danish IT specialist who fell in love with old-style gins while working in Japan.



With an emphasis on clean, fresh juniper-led flavours perfectly complimented by a small number of classic botanicals (including coriander, orris root, angelica and liquorice as well as juniper) Jensen Gin is the perfect choice for creating the classic Gin and Tonic. With a taste profile as close as possible to the original London Dry gins popular around the 1940s Jensen Gin will satisfy even the most discerning gin drinker.

Importantly, Jensen Gin is the only "small-batch" gin that is actually produced in London in the original London Dry style. Bottled at 43%vol Jensen Gin is a brilliant mixing gin resembling as it does the gins with which many of the classic gin cocktails were invented. Rediscover the original taste of a Martini, a Negroni or a Ramos Gin Fizz as they would have tasted in the Golden Age of cocktails. Jensen Gin, The Taste of what London Dry Gin used to be.

Background

While in Japan, Christian started tasting samples of older gins and discovered that they were heavier and more flavoursome, a style he preferred to the more modern London Dry gins. On his return to London, Christian determined to accept a challenge from his Japanese bartender friend who had introduced him to the older gin styles - to make his own gin in the traditional London style. He took a sample of a very old gin that he had been given by his friend to a specialist London distillery to see if they could create something similar.

After a long process during which numerous test batches were tasted and rejected, Christian finally approved one of the distiller's recipes - it had just the combination of intense, pure, aromatic flavours and silky-textured weight on the palate that he was looking for.

Since Christian is based in Bermondsey, he named the result Jensen London Distilled Dry Bermondsey Gin.