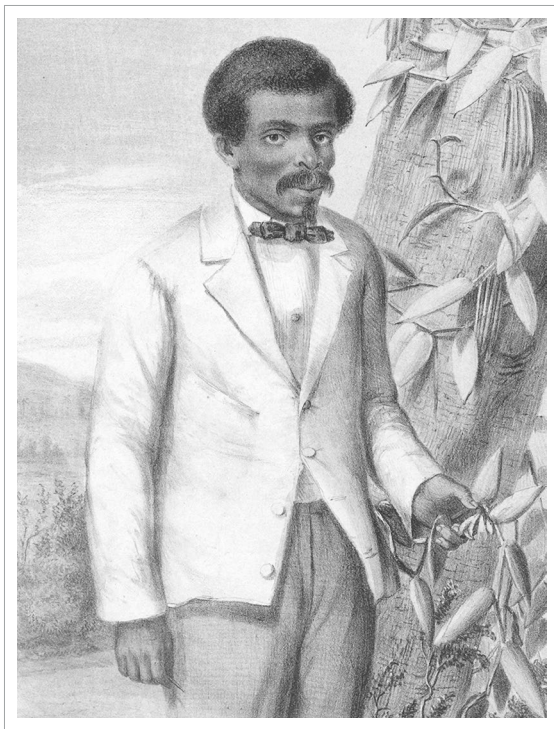


# SIR EDMOND

BOURBON VANILLA INFUSED GIN



*A portrait of a rebellious spirit with  
an unusual character*



*Edmond Albius*

# OUR STORY

## A CALL OF NATURE

Fleming's are curious creatures. How I know? Because I am one. You can call me Sir Edmond, creator of the world's first vanilla infused gin.

Being a migratory bird from the island of Réunion, vanilla capital of the world, it made sense to me to create a gin that honours one of the most valued flavours in world history and the botanical I adore the most, vanilla. To create this truly distinctive gin, I took inspiration from the way the world's best haute cuisine chefs use spices to create culinary magic.

I collected the finest ingredients, selected with the sole purpose of supporting the vanilla that gives my rebellious spirit its unusual character. My gin comes about through a precise distilling process involving juniper, angelica root, ginger, cardamom and cinnamon. This distillate then gets infused with Bourbon vanilla for a few weeks, resulting in the game-changing taste of Sir Edmond Gin.

The combination of six botanicals provides both consumers and bartenders with an incomparable drinking experience that calls for a new approach and drives inspiration. Since the vanilla beats juniper's natural bitterness, mixologists are challenged to rethink the possibilities of gin when it comes to creating new cocktails and reinventing classics.

My story starts with a man who felt like doing it differently. A rebellious spirit who didn't just think outside the box, but got rid of it. An unusual character who single-handedly changed the future of vanilla. His name: Mr Edmond Albius. Edmond's simple but sophisticated hand pollination discovery in 1841 is, amazingly enough, still being used today to pollinate vanilla orchids quick and profitable. Upon hearing his story, I felt compelled to include it in my own. Using his first name is my tribute.

Great gin is only half the story, the truth is in the adventure...

---



# BOURBON VANILLA

## SMOOTH AND REFINED

Vanilla finds its origin in the central highlands of Mexico. The Aztecs had a real taste for vanilla and named the fruit “black gold”. After the conquest of Central America by the Spanish, the black gold spread across the world and became a delicacy.

Nowadays vanilla is the second most expensive spice on earth, with a fluctuating day price. The best vanilla in the world comes from the island of Réunion. It is known as Bourbon vanilla, our main ingredient.

Until the mid-19th century Mexico was the chief producer of vanilla. In 1819, French

entrepreneurs shipped vanilla beans to Réunion, east of Madagascar, with the hope of starting production there. However, the vines were sterile because no native insects would pollinate them as the insects in Mexico did. It took about two decades before a rebellious spirit did something unusual...

If it wasn't for Réunion born Mr Edmond Albius, my namesake and inspiration, vanilla might have never become such a beloved flavouring. Not only does vanilla make my gin change colour, it's also responsible for the unusual, smooth and refined taste.

---





# OTHER BOTANICALS

## GIFTS FROM MOTHER NATURE

### JUNIPER

Juniper is at the heart of Sir Edmond Gin. The aromatic 'berries' of the juniper tree aren't actual berries, but fleshy seed cones. Mine are from Macedonia. In autumn, the berries ripen as their green skin turns purple. The juniper is harvested, I kid you not, by beating the trees with a stick. The berries fall, are gathered, get sorted, and – deo volente – end up in your glass.

### ANGELICA ROOT

Angelica root likes it cold and damp; it prefers growing near water. Above Greenland ground the 'angelica archangelica' is already a rather charming plant, but the real magic happens in the soil. Angelica root was originally grown for its nutritious and medicinal capacities.

### CARDAMON

Cardamom is a strong, fragrant spice made from the small black seeds of plants from the Zingiberaceae family, better known as the ginger family. Native to India, cardamom is still being cultivated in large

parts of Asia, but today's biggest producer is Guatemala. Cardamom doesn't come cheap: in price per weight it's only surpassed by saffron and, of course, vanilla.

### GINGER

Ginger could be called cardamom's outrageously popular cousin. Like with angelica root, its what's going on underground that counts. Ginger root makes up for its slightly deformed appearance, sorry ginger, by being a spice famous for its versatility. It was one of the first to be shipped from the Orient to Europe, but is currently cultivated as far out as Nigeria.

### CINNAMON

Cinnamon was imported to Egypt as early as 2000 BCE, but up until the Middle Ages, the source of the sweet spice remained a mystery to Europeans. Cinnamon is essentially the inner bark of a tree. Add a stick to your Sir Edmond Gin & Tonic and float off to the Chinese cinnamon heaven that produced this oriental delicacy.

---



CREATING A BALANCED GIN REQUIRES A GREAT DEAL OF EFFORT AND CRAFTSMANSHIP. THE JOURNEY STARTS WITH THE SELECTION OF ALL RAW BOTANICALS. THIS IS IN MY HEART AND SOUL, BEING THE BEST OF THE WORLD THAT HAS THE WINDS BLOWING ME TO EVERY CORNER OF THE GLOBE. AT EACH MAGICAL PLACE, THE WINE I'D BROUGHT ME (ORIGINALLY PICKED AT EACH MAGICAL PLACE) TO CREATE A UNIQUE AND DELICIOUS FORMULA WITH MY LOVE FOR ANIMALIA. I COULD DO NOTHING ELSE BUT TO BRING ITS PURE ESSENCE INTO THE RECIPE. IT'S AN ONGOING ADVENTURE WITHOUT ANY BORDERS OR END.

*Les Botanicals*

REAL BOTANICALS



# PRODUCTION

## THE CREATION OF CHARACTER

Sir Edmond is a gin in its purest form, without any artificial additives and flavouring. Crafted with natural ingredients and high-quality alcohol only. Every step of the production process is designed to ensure the excellence of our rebellious spirit. Uncommon by nature is what we want Sir Edmond Gin to be.

First juniper, angelica root, ginger, cinnamon and cardamom are carefully distilled in a pot still. Then the botanical that gives our gin its defining edge comes into play: Bourbon vanilla. The journey from seeds to dried beans takes about

4 years on the tropical islands of Réunion and Madagascar. Before being added to the distillate, the vanilla is cut into small pieces by hand to guarantee an optimal release of the flavour contained within.

After a few weeks of infusion, the extract is meticulously filtered. The result is a beautiful, pure gin. Sir Edmond Gin owes its golden glow to the vanilla infusion. To create the best gin imaginable, we work closely with the distillery Herman Jansen, spirits producer since 1777 in the Dutch city of Schiedam.

---

# FROM SEED TO BEAN

A GLOBAL FAVOURITE

## STEP 1

### MADAGASCAR & RÉUNION



The world's best vanilla comes from the tropical islands of Madagascar and Réunion, also known as Bourbon Island. Together they produce about 80% of the world's vanilla harvest.

---

## STEP 2

### PLANTATION



Vanilla plants grow between the palms of the tropical islands. Patience is required to harvest vanilla pods, as the plants take anywhere from 2.5 to 3 years for the vanilla orchid to appear.

---

## STEP 3

### VANILLA ORCHID



For a successful fertilisation, the vanilla orchid must always be pollinated by hand within a short time frame of just a few hours. 600 blossoms need to be pollinated by hand to produce 1 kilogram of green beans.

---

#### STEP 4

#### BEANS

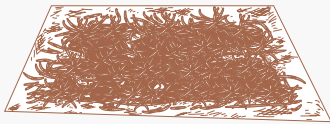


It takes about 9 to 12 months for the beans to reach maturity. When they become yellow it is time to harvest. The vanilla beans are harvested by hand and are treated with extreme caution because of their fragility.

---

#### STEP 5

#### DRYING

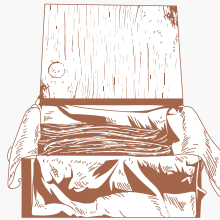


After harvest the beans will be put to dry for about 4 weeks. During the drying period they get their well-known brown colour. 1 kilogram of treated beans is derived from about 6 kilogram of green vanilla pods.

---

#### STEP 6

#### RESTING



After the drying period, the brown vanilla pods are placed in a box and are put to rest. During this activity the pods intensify their flavour and aroma. This resting period takes another 3 months.

---

#### STEP 7

#### READY TO BE USED



When all steps are done, the vanilla pods are ready to be used. The whole process, from seed to bean, must be conducted with extreme care and competence, and takes approximately 4 years.

---

# OUR FAVOURITE GIN & TONIC'S

## VERSATILE DELICIOUSNESS

I can't exactly recall the first time I tasted vanilla, but I do remember the profound effect it had on me. It's seductive aroma lured me in and upon tasting it, I closed my eyes and drifted into a meditative silence where time stood still.

I opened my eyes, gazed up at the contrast of lush, green palm leaves against a cobalt blue sky and in that single moment, found myself ensnared by the magic of vanilla.

What follows is a selection of sweet, spicy, floral and fresh Gin & Tonic serves,

combined with a couple of my favourite cocktails. The elegant flavour of Bourbon vanilla gives a variety of surprising possibilities. Visit the website [siredmondgin.com](http://siredmondgin.com) to find out more about our rebellious deliciousness.

I have two perfect Gin & Tonic serves. The first one is garnished with orange and cinnamon. The second one is garnished with strawberry and mint. Both served with a premium dry tonic.

---

# ORANGE & CINNAMON

SWEET

50 ml Sir Edmond Gin

150 ml Premium tonic

Garnish with a slice of orange  
and a cinnamon stick.

---





# STRAWBERRY & MINT

SWEET

50 ml Sir Edmond Gin

150 ml Premium tonic

Garnish with strawberry slices  
and a mint leaf.

---



# ORANGE & COFFEE

SPICY

50 ml Sir Edmond Gin

150 ml Premium tonic

Garnish with some coffee beans  
and an orange peel.

---



# GINGER & LEMON

SPICY

50 ml Sir Edmond Gin

150 ml Premium tonic

Garnish with some slices of ginger  
and a lemon peel.

---



# THYME

FLORAL

50 ml Sir Edmond Gin  
150 ml Premium tonic  
Garnish with a thyme twig.

---



# EARL GREY

## FLORAL

50 ml Sir Edmond Gin  
150 ml Premium tonic  
Infuse with some earl grey tea.

---





# GRAPEFRUIT

FRESH

50 ml Sir Edmond Gin

150 ml Premium tonic

Garnish with a grapefruit peel.

---



# LEMON

FRESH

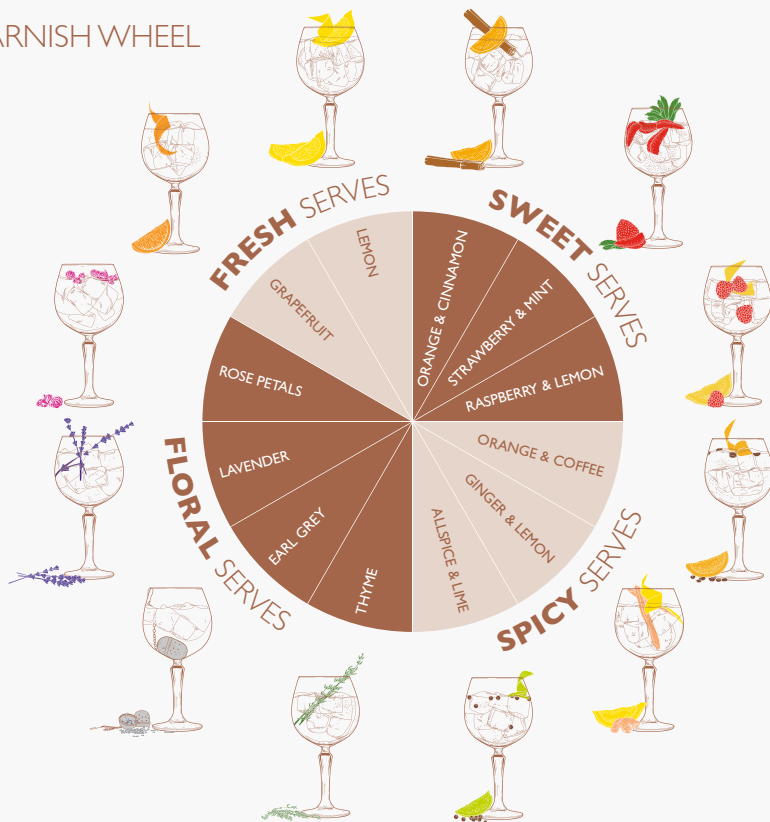
50 ml Sir Edmond Gin  
150 ml Premium tonic  
Garnish with a lemon slice  
and a lemon peel.

---



# CHOOSE YOUR FAVOURITE

GARNISH WHEEL



# OUR FAVOURITE COCKTAILS

## A WIDE RANGE OF POSSIBILITIES

Sir Edmond Gin is a rebellious spirit that opens a wide range of cocktail possibilities. The way haute cuisine chefs use Bourbon vanilla to perform culinary magic, inspired us to create a truly distinctive gin that goes well with many different drinks and occasions. Instead of putting juniper front and center, vanilla is the dominant force of our recipe. Its versatility makes our gin a bartender favourite at high-end bars, Michelin star restaurants, and top cocktail hotspots the world over.

Our gin has a rich aromatic profile which lets you play with a variety of options revealing more of one particular aroma or another. On the next pages you will find a selection of cocktails which go very well with Sir Edmond Gin, we would also love

to hear about your creations. Sir Edmond Gin can also be used as a twist on a wide range of classic cocktails such as the Negroni, the Gin Fizz and the Moscow Mule. Surprising you with a warm and pleasant length of the characteristic Bourbon vanilla flavour, leaving you wanting for more. You can drink Sir Edmond Gin as an apéritif, or enjoy it during and after dinner, on the terrace or at home with good company. Sipping Sir Edmond Gin neat or on the rocks will treat your mouth to an almost velvety experience. See our full list of cocktail suggestions at [siredmondgin.com](http://siredmondgin.com).

Smell it. Taste it. Let us know what you think.

---

# THE REBELLIOUS PORNSTAR MARTINI

## COCKTAIL

45 ml Sir Edmond Gin  
15 ml Passoã or passion fruit liqueur  
60 ml Passion fruit purée  
5 ml Simple syrup  
Half a passion fruit

Shake all ingredients and strain into a glass. Garnish with half a passion fruit and serve with a small glass of dry Champagne.

---





# ESPRESSO MARTINI 2.0

## COCKTAIL

50 ml Sir Edmond Gin  
30 ml Fresh pressed espresso  
15 ml Frangelico  
10 ml Vanilla syrup  
3 Coffee beans

Shake all ingredients with ice and strain into a glass. Garnish with 3 coffee beans on top.

---



# THE FLAMINGO CLUB

## COCKTAIL

50 ml Sir Edmond Gin  
20 ml Fresh lemon juice  
15 ml Simple syrup or raspberry syrup  
15 ml Egg white or aquafaba  
5 Raspberries

Dry shake all ingredients.  
Then add ice and shake again.  
Double strain into a glass.  
Garnish with a raspberry.

---



# THE REBEL MULE

## COCKTAIL

50 ml Sir Edmond Gin  
25 ml Fresh lime juice  
Ginger beer top off  
3 Dashes of Angostura bitters  
1 Lime wedge  
Mint sprig

Stir all ingredients in a glass with ice.  
Top up with ginger beer. Garnish with  
a lime wedge and a mint sprig.

---



# GIN FIZZ

## COCKTAIL

50 ml Sir Edmond Gin

25 ml Lemon juice

15 ml Simple syrup

Soda water top off

1 Lemon peel

Shake all ingredients and strain into  
a glass with ice. Top up with soda water.  
Garnish with a lemon peel.

---



# FRENCH REBEL

## COCKTAIL

40 ml Sir Edmond Gin  
20 ml Fresh lemon juice  
10 ml Simple syrup  
2 Lemon peels  
60 ml Champagne

Shake all ingredients including one lemon peel with ice. Double strain into a glass. Top up with champagne. Garnish with the second lemon peel.

---





# THE FINAL RETREAT

## COCKTAIL

50 ml Sir Edmond Gin  
30 ml Pineapple juice  
20 ml Fresh lime juice  
15 ml Raspberry liqueur  
8 Blueberries  
4 Raspberries  
Mint sprig

Blend all ingredients with a blender and ice and then pour into a glass. Garnish with a pineapple slice and leaves together with a mint sprig.

---





# OUR CAUSE

## LEAVING A LEGACY

**H**ave you ever wondered what the name 'Edmond' means? Read on, and I will tell you.

Sir Edmond Gin is a product of the world. Literally. I get my botanicals from southeastern Europe, Central America, Greenland, China, and Africa. Being a migratory bird from Réunion, my beloved island paradise east of Madagascar, the protection of African wildlife is as dear to me as making the best vanilla infused gin possible. I guess it's in my DNA.

I may be a rebellious spirit, but I acknowledge my responsibility. In the face of human threats, I stand by my fellow animals on the African continent. How? Simple: for every bottle sold, there's a contribution to the African Wildlife Foundation. This Kenya based charity dedicates its passion and funds to wildlife conservation and habitat protection, but

also to community empowerment and economic development.

We enjoy the fruits of Mother Earth every day. What's more beautiful and meaningful than returning the favour? I dream of an Africa where fragile ecosystems are restored to their pristine natural state by the collective efforts of well-meaning people across the globe. An Africa where all animals are respected by humans, and taken for the miracles they are. You can make my mission your mission, one sip at a time.

And the meaning of 'Edmond'? Protector. Allegedly, those named Edmond have a deep inner desire to inspire others in a higher cause. You wouldn't say...





# MULTIPLE TIMES WINNER OF THE PRESTIGIOUS GIN MASTERS MEDAL

HIGHEST POSSIBLE AWARDS

“Very pleasant, with delicious notes of vanilla and a juniper berry bite, all perfectly balanced.”

Melita Kiely, deputy editor of *The Spirits Business*.

---

“For a gin with such a difference between nose and palate, it would be easy for it to be unbalanced – but it worked. It was a pleasant shock.”

Ben Manchester, the bar manager of *The Blind Pig*, London.

---

“They should be proud to pull off something other people can’t.”

Ben Lindsay, director at *Garnish Communications Agency*.

---

“Kicking off the mighty Masters was Sir Edmond Gin, which surprised judges with its heavy vanilla nose, but complex juniper-forward palate.”

Amy Hopkins, deputy editor of *The Spirits Business*.

---





# FOLLOW OUR JOURNEY

VISIT THE WEBSITE

We love to see what you are up to. Be as free as a bird, share your drink and get the chance to be featured by using:

#SIREDMONDGIN

Be part of the flock and follow our journey at [siredmondgin.com](http://siredmondgin.com) or visit our social media channels to find more serves, cocktail recipes and other information about Sir Edmond Gin.

Feel free to drop us a line. Let us know what's on your mind. Ask us anything at [info@siredmondgin.com](mailto:info@siredmondgin.com).

---



SIREDMONDGIN.COM

SCAN ME



ENO1230728



SIR EDMOND  
GIN



BOURBON VANILLA  
INFUSED GIN

50% ALC VOL

THIS GIN IS AFRICAN VANILLA  
AND BOURBON VANILLA  
AND BOURBON VANILLA



**SIR EDMOND**

BOURBON VANILLA INFUSED GIN