

SIR EDMOND

BOURBON VANILLA INFUSED GIN



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

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OUR STORY

A CALL OF NATURE

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

Being a migratory bird from the island of Réunion, vanilla capital of the world, the winds have blown me to every corner of our wondrous globe. My appetite for new adventures is boundless. Some call it odd, I call it destiny. Where's the fun in following the flock?

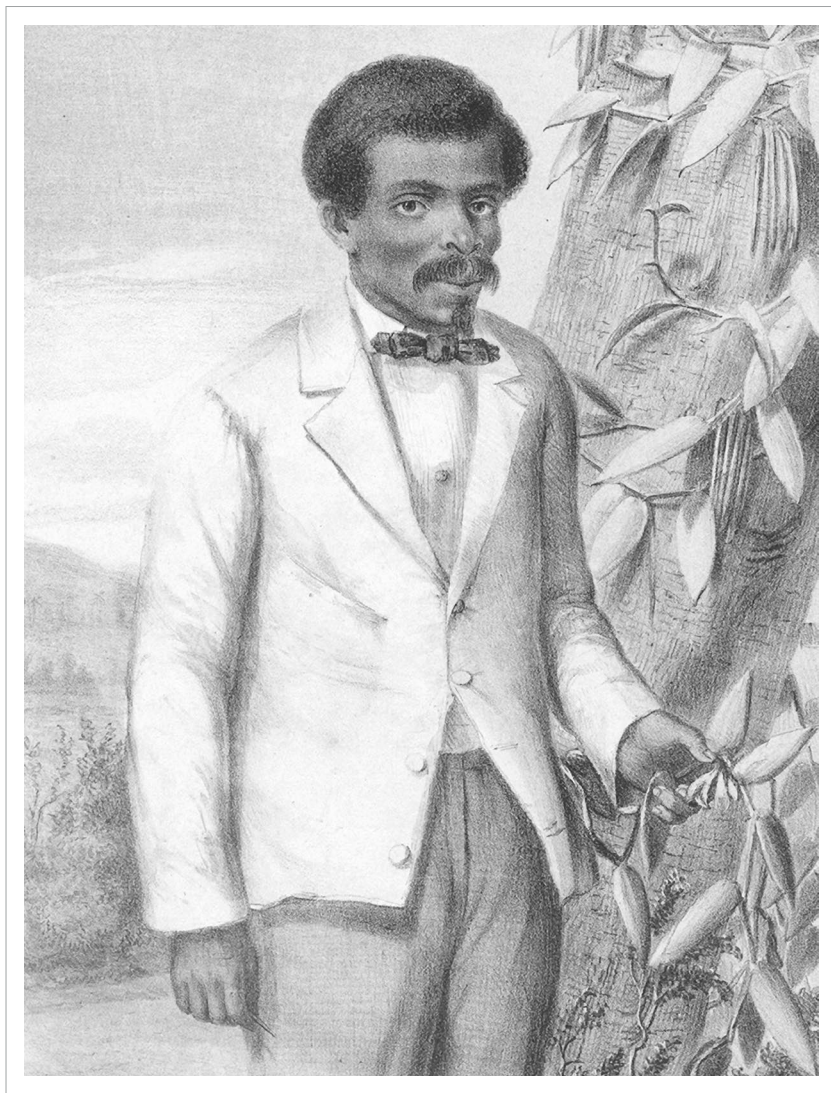
I stand out. Always did. As my fellow birds were balancing on their left leg, I stood on my right. While they sat at the table, I danced on top of it. When they settled for tropical bliss, I flew north. In Amsterdam, my adopted hometown, I created the unique gin I had envisioned for years.

Why, you ask? Because of what I am: a rebellious spirit with an unusual character. These seven words are the very soul of my vision. It's what makes my vanilla infused gin stand out from the flock. It's what makes me wake up with wanderlust, polish my feathers, and turn my vanilla addiction – it's genetic, I'm afraid – into the best damn gin imaginable. Every day again.

I hate to admit it, but I'm as proud as a peacock (although a lot less arrogant). To those birds who love to shake them tailfeathers: just try it. Allow Sir Edmond Gin to be your party starter. The fuel to your family dinner. Call me your wingman and treat your taste buds to a gin adventure you aren't likely to forget any time soon.

Great gin is only half the story, though. The truth is in the adventure. So by all means, read on. Let me tell you about my ingredients, my favourite serves and my namesake and inspiration Mr Edmond Albius. I want you to be part of this rebellious and unusual journey, too. Because you know, in the end, it's all about leaving a legacy.

Are you ready to fly?



Edmond Albius

EDMOND ALBIUS

THE LEGACY LIVES ON

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 singlehandedly changed the future of vanilla. His name: Mr Edmond Albius.

In 1841, when he was just 12 years of age, Edmond discovered that vanilla orchids could be artificially pollinated by hand. Born a slave in Sainte-Suzanne, a commune on the north coast of the French island of Réunion, the boy needed little more than a blade of grass and a quick flick of his thumb to revolutionize the cultivation of vanilla.

To understand the impact of Edmond's discovery, I need to take you back to 1820s, when French colonists first began growing vanilla on Réunion. Soon enough they were confronted with the fruitlessness of their efforts, as the insects refused to pollinate the vines. A teenager accomplished what a French university professor of botany had failed to achieve in the 1830s: quick and profitable pollination.

Edmond's simple but sophisticated invention didn't go unnoticed. His manual technique became standard practice and is, amazingly enough, still being used today – far beyond Réunion. In a just world, Mr Albius would have acquired wealth and received an endless amount of respect for as long as he lived. The truth is: he didn't. After the French abolished slavery in 1848, the man that unknowingly made history left the plantation to become a kitchen servant. At the age of 51, a poor, free man by the name of Edmond Albius died where he was born as a poor, slave: in Sainte-Suzanne.

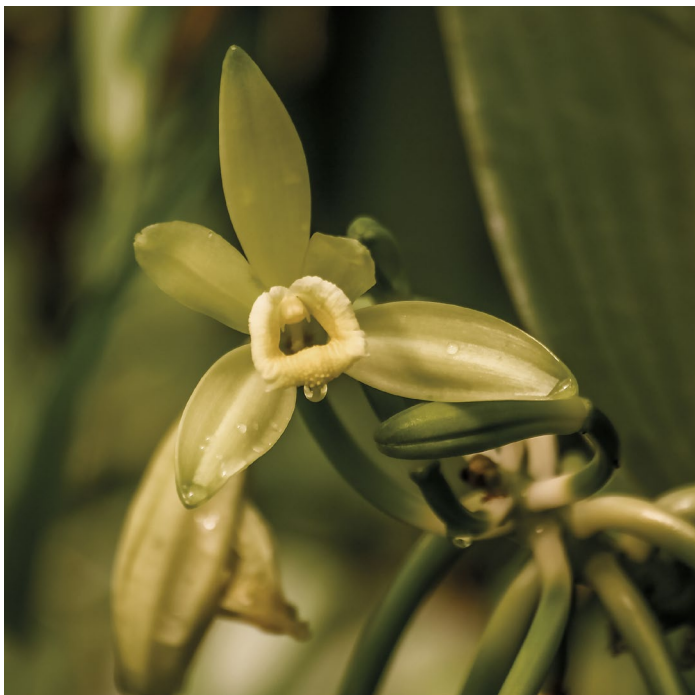
Upon hearing his story, I felt compelled to include it in my own. Because history is far more than a succession of events. It tells us where we came from, where we are right this minute, and where we are heading. To embark on my gin journey without honouring the man responsible for Sir Edmond Gin's unique and distinctive taste, would be sacrilegious. Like him, I have vanilla flowing through my veins. Using his first name is my tribute.



THE UNTAMED ISLAND RÉUNION

OUR ORIGIN





A UNIQUE TROPICAL ISLAND

AN UNUSUAL PARADISE

East of Madagascar, in the Indian Ocean, lies a tiny tropical island. Many have never even heard of it, let alone visited it. It goes by the name of Réunion and is one of the most unusual paradises on the planet. Although Réunion holds plenty of astonishing untamed natural beauty, the island remains largely undiscovered.

Réunion is one of the overseas departments of France and is an integral part of the republic. It's remote location makes the island the outermost region of the European Union and as an overseas department of France, Réunion is part of the Eurozone.

The island is most famous for the 530.000 year old Piton de la Fournaise, one of the most active volcanoes in the world. Réunion is above a hotspot in the Earth's crust. The Piton, which also created the islands of Mauritius and Rodrigues, rises more than 2.600 meter above sea level and is sometimes called a sister to Hawaiian volcanoes because of the similarity of climate and volcanic nature.

Réunion hosts a diversity of flora and fauna. More than one third of the surface of the island is covered with forest and wild plants. Half of the island's flora arrived without man's intervention, carried by the wind or ocean currents, resulting in a unique tropical garden. The green scenery stands apart from any other tropical island and is home of the worlds best vanilla: Bourbon vanilla.

Birds were the island's first inhabitants. They picked Réunion as their home far before the first sailors caught sight of the coastline. The most interesting bird on the island? That has to be the flamingo. By introducing a vanilla infused gin when almost every other gin is juniper berry focused, I'm considered a strange bird. Since it's in my nature to be different, a flamingo had to represent Sir Edmond Gin's unusual character.



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.

For people all over the world, vanilla triggers emotional connections and memories. From the delicious indulgence of a favourite chocolate bar to the scent of freshly washed laundry, the appeal of vanilla is universal. There is a magic to vanilla.

Made up of over 400 flavour and aroma compounds, and demanding hand-pollination, it's subtle, complex and requires skill and passion to create the distinctive vanilla scents and flavours. Crafting the perfect vanilla extract is all about balance.

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 Edmond Albius, a rebellious spirit, did something unusual.

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



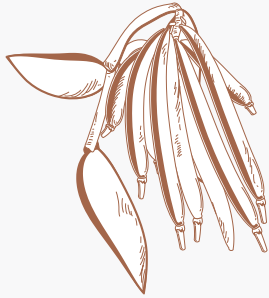
Vanilla plants grow between the palms of the tropical islands. Patience is required to harvest vanilla pods, as the plants take anywhere from 2,5 to 3 years for the vanilla orchid to appear.

STEP 3 VANILLA ORCHID



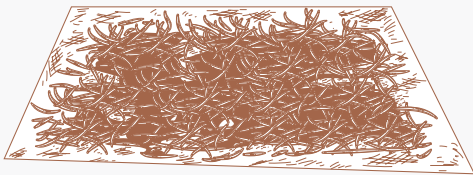
For a successful fertilisation, the vanilla orchid must always be pollinated by hand within a short time frame of just a few hours. 600 blossoms need to be pollinated by hand to produce 1 kilogram of green beans.

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 BOTANICALS

GIFTS FROM MOTHER NATURE

VANILLA

Vanilla lends my spirit its adventurous soul. 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.

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. Originally grown for its nutritious and medicinal capacities.

CARDAMOM

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, it's 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.

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.



PRODUCTION

THE CREATION OF CHARACTER

Sir Edmond Gin 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.

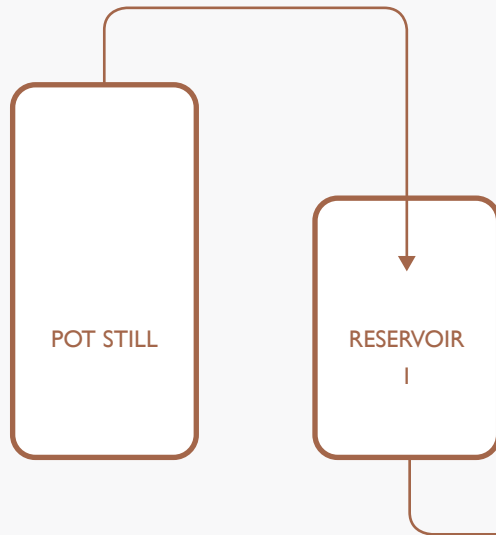
After a few weeks of infusion, the extract is meticulously filtered. The result is a beautiful, pure gin. Sir Edmond Gin owes its golden glow to the vanilla infusion. To create the best gin imaginable, we work closely with the distillery Herman Jansen, spirits producer since 1777 in the Dutch city of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

OUR UNIQUE DISTILLATION PROCESS

VANILLA INFUSED GIN

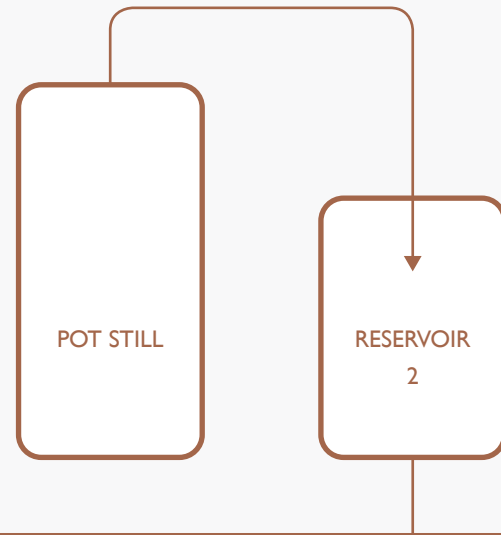
STEP 1

DISTILLING



STEP 2

DISTILLING



During the first two steps in the distillation process, two different mixtures of the botanicals juniper, angelica root, cinnamon, ginger and cardamom, which all have their own specific boiling point, will be distilled in two separate pot stills. The pot stills are heated until the

different components boil and turn into vapour. This is fed into a condenser, which cools the vapour and changes it back into a liquid: the distillate. This so called residue is collected in reservoirs 1 and 2.

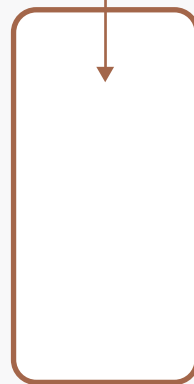
STEP 3
INFUSION



STEP 4
BLENDING



STEP 5
RESTING



STEP 6
BOTTLING



After cutting the Bourbon vanilla, by hand because of its fragility, the vanilla is infused in alcohol for 6 to 8 weeks to extract the vanilla character. The residue of reservoirs 1 and 2 and the extract of reservoir 3 are then brought together and blended. After the blending process, the

substance will be put in a resting tank for 1 week to achieve perfect harmony. Then the liquid is ready to be bottled. During every step of the process, the tasting panel tastes to ensure consistent flavour and perfect quality.



OUR QUALITY

DISTILLERY HERMAN JANSEN

Sir Edmond Gin is distilled by the Business to Business department of distillery Herman Jansen, located in Schiedam, the Netherlands.

Herman Jansen Business to Business uses his expertise to provide custom made solutions. They provide a full service approach involving liquid development, bottling, packaging and labelling. Together under the supervision of the master distiller, two product developers, three beverage makers and the Sir Edmond Gin team, the company has over one hundred years of experience.

Sir Edmond Gin is a product that is put together with the greatest care, being manually checked in every step of the production process, to ensure you will have the most smooth and refined vanilla gin you can imagine. It draws on the skills and experience of a team to produce the best possible product.

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 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.



RASPBERRY & LEMON

SWEET

50 ml Sir Edmond Gin & 150 ml Premium tonic.

Garnish with raspberries and a lemon slice.



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.



ALLSPICE & LIME

SPICY

50 ml Sir Edmond Gin & 150 ml Premium tonic.
Garnish with allspice and a lime zest.



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.



LAVENDER

FLORAL

50 ml Sir Edmond Gin & 150 ml Premium tonic.
Garnish with some lavender sprigs.



ROSE PETALS

FLORAL

50 ml Sir Edmond Gin & 150 ml Premium tonic.
Garnish with some rose petals.



GRAPEFRUIT

FRESH

50 ml Sir Edmond Gin & 150 ml Premium tonic.
Garnish with a grapefruit peel.



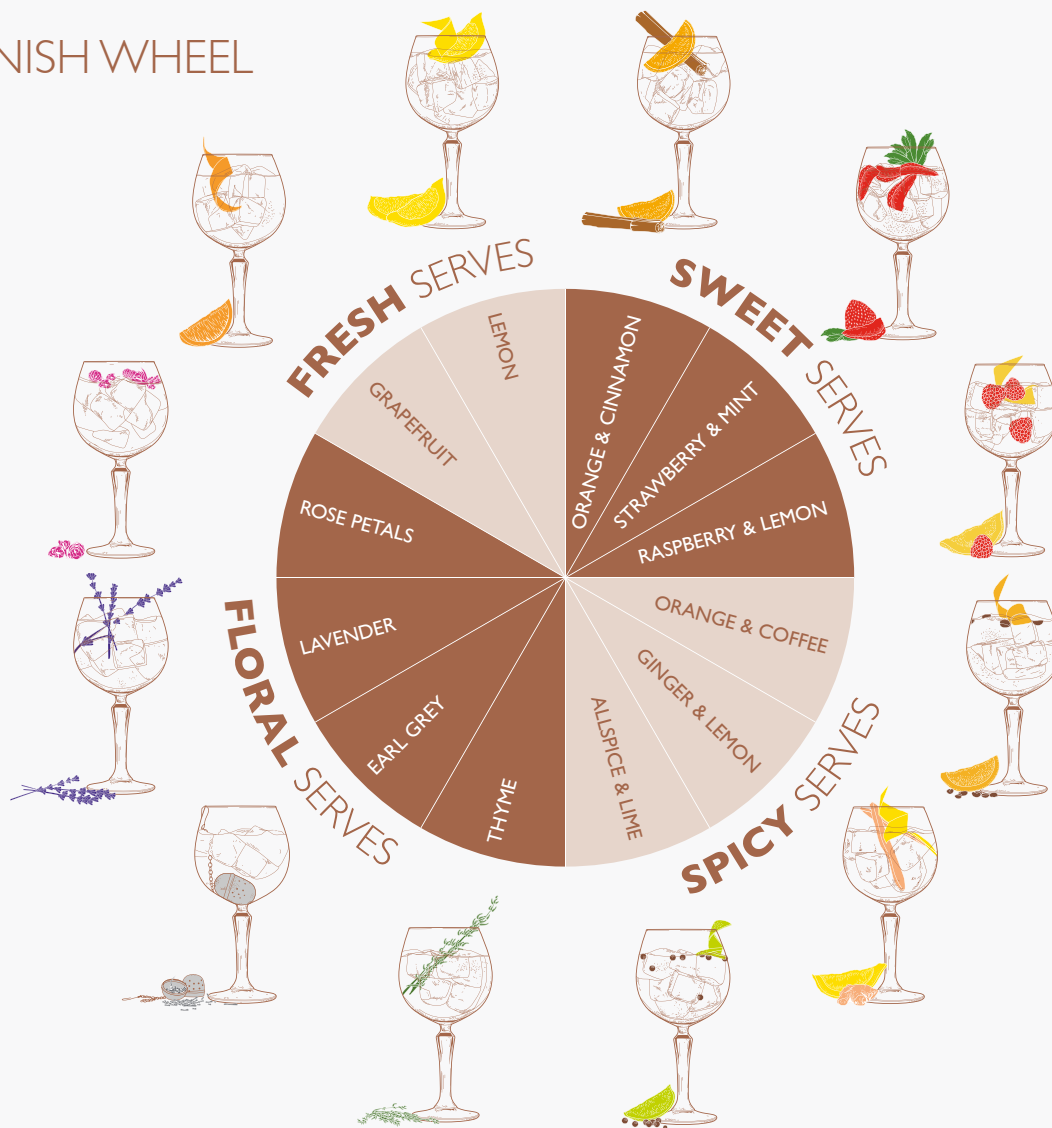
LEMON

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.

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 together and strain into a glass. Garnish with half a passion fruit on top 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.



FRESH BERRY

COCKTAIL

50 ml Sir Edmond Gin
20 ml Raspberry syrup
15 ml Fresh lemon juice
Soda water top off
1 Raspberry
1 Lemon peel

Pour all ingredients into a glass with ice. Add soda water and stir. Top up with raspberry syrup. Garnish with a raspberry and a lemon peel.



SIR BREWED COFFEE

COCKTAIL

50 ml Sir Edmond Gin
 30 ml Cold brewed coffee
 100 ml Premium tonic
 1 Orange peel
 Optional:
 10 ml Vanilla, simple or hazelnut syrup

Pour all ingredients into a glass with ice.
 Top up with cold brewed coffee. Optional: add your
 choice of syrup. Garnish with an orange 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.



COLONIAL GIN & TONIC

COCKTAIL

60 ml Sir Edmond Gin
 25 ml Tonic syrup
 10 ml Fresh lime juice
 3 Dashes of angostura bitters
 1 Lime zest
 1 Star anise

Stir all ingredients and strain into a glass with ice. Garnish with the oils of a lime zest and star anise.



ELECTRIFY ME

COCKTAIL

45 ml Sir Edmond Gin
 25 ml Vermouth
 20 ml Cold mulled white wine
 4 Dashes of electric bitters
 1 Grapefruit zest

Stir all ingredients and strain into a glass with ice. Garnish with a grapefruit zest for essential oils.



A FRIEND FROM ASIA

COCKTAIL

60 ml Sir Edmond Gin
 30 ml Coconut cream
 30 ml Pandan syrup
 10 ml Rice vinegar
 Soda water top off
 Grated nutmeg

Shake all ingredients and double strain into a glass. Top up with soda water. Garnish with a grated nutmeg.



THE CIRCLE OF LIFE

COCKTAIL

40 ml Sir Edmond Gin
 30 ml Rooibos tea blend
 30 ml Lemon cordial
 20 ml Choya Umesu
 7.5 ml Fresh ginger juice
 5 ml Fresh lemon juice
 1 Dehydrated lemon
 1 Vanilla straw

Shake all ingredients and double strain into a sphere glass. Garnish with a dehydrated lemon and a vanilla straw.





SIR EDMOND



A REBELLIOUS SPIRIT WITH
AN UNUSUAL CHARACTER

40% ALC. VOL.

e 70CL

HAND-CRAFTED GIN IS MADE OF
JUNIPER, ANGELICA ROOT, SINGAPORE,
CINNAMON & CARDAMOM



TASTING NOTES

UNUSUAL IN EVERY ASPECT

Sir Edmond Gin is a product of aromatic smoothness. A sensation to the palate, giving mellowness, balance and perfect harmony. Finishing with a velvety length.

NOSE

Inviting, rich and a harmonious blend of juniper, cardamom, vanilla, hints of ginger and earthy angelica.

PALATE

Full flavoured, smooth, velvety texture with vanilla and cardamom notes moving into subtle cinnamon and juniper with a finely touch of ginger.

FINISH

Long, dry and not too sweet, leaving you wanting more. The blend of vanilla, cardamom, ginger and cinnamon results in a truly unique finish, an unusual character. Sir Edmond Gin is smooth and most importantly, different.

CONCLUSION

Sir Edmond Gin is a very easy to sip contemporary gin. Served neat over ice cubes, works wonderfully in a gin & tonic and is very interesting as a cocktail base.



OUR CAUSE

LEAVING A LEGACY

Have 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 (but especially flamingo's) 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 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, we love hearing from you at info@siredmondgin.com.



SIREDMONDGIN.COM

SCAN ME



EN01230823



SIR EDMOND

GIN



BOURBON VANILLA
INFUSED GIN

e 70CL 40% ALC. VOL.

THE MILDLY SWEET GIN ALSO
VANILLA, ANISE, ANGELICA, SASSAFRASE,
CINNAMON & CASSIA



SIR EDMOND

BOURBON VANILLA INFUSED GIN