

EMPRESS 1908



Empress 1908 Gin is a remarkable spirit created in the city of Victoria, on beautiful Vancouver Island, in Canada's British Columbia, where rugged mountains meet the Pacific Coast. Empress 1908 is a collaboration between the legendary Fairmont Empress Hotel, and Victoria Distillers, one of Canada's oldest artisan distilleries. Created under the leadership and expertise of Peter Hunt, Head Distiller and President of Victoria Distillers, Empress 1908 is a partnership that combines tradition, nature, creativity, and a touch of audacity.

Built in 1908, the Empress Hotel is known for its stately Victorian architecture and regal afternoon tea service. The collaboration began by exploring 20 different teas from the Empress Hotel to develop the recipe. They first selected the signature Empress Tea Blend to provide hints of floral and fruity flavours for the gin. In addition to the classic gin botanicals of juniper, coriander seed, and rose petal, a few unique twists were added to the recipe. Instead of traditional lemon, they chose grapefruit peel for its aromatic and lively bright notes. Ginger root imparts a unique peppery/citrus note, and cinnamon bark offers an unusually warm, spicy touch of complexity. The eighth and final botanical is perhaps the most unusual of all: exotic butterfly pea blossom. Discovered in a bespoke tea blend at the Empress Hotel, this blossom balances the traditional citrus notes of gin with a warm herbal earthiness, and imparts a deep indigo color that changes to bright lavender, soft pink, or fuchsia depending on the mixer.

Mixologists have found the extraordinary flavour, remarkable mixability, and dramatic visual properties of Empress 1908 a bold new way to create exquisite cocktails.

You are invited to join the Empress 1908 story by creating—or simply enjoying—a new aesthetic of stunning cocktails. The moment of creation is at hand. Visit (www.empressgin.com) to learn more about where to find Empress 1908's national distribution in stores that sell premium spirits, online, and at the bar. The standard retail price for a 750ml bottle is \$39.99. Empress 1908 boasts several awards including a Gold Medal at the *2018 International Craft Competition Awards*, a Double Gold at the *2018 San Diego International Wine & Spirits Challenge*, and a Gold Medal at the *2017 New York World Wine & Spirits Competition*.