

Gin 1689 Trade Deck



"BE PART OF OUR LEGACY"

WELCOME TO GIN 1689

“Other gins have a story. We have a legend!”

In 1689, William of Orange travelled to London from the Netherlands, bringing a Dutch drink – gin – with him. Safe to say, it caught on.

In 2016, we made the same journey: two Dutch friends, living in London, inspired to make the same gin with that original recipe.

We discovered one of the very earliest gin recipes in the archives of the British Library, and brought it back to life as Gin 1689.

Our “London Dry” and “Dutch Pink” editions are a taste of the true originals; well worth the 300-year wait!

Try it and be part of our legacy.



OUR STORY IN 60 SECONDS

1689

It was the year that William of Orange became King in the United Kingdom and made his favourite Dutch drink popular with the British people: Gin!

The drink became extremely popular and the gin-craze started. Gin became even more popular than beer in the UK at that time.



AVAILABLE ON 4 CONTINENTS & 30 COUNTRIES

Launch USA in Q1 2025

In 2018 we successfully launched Gin 1689 in the Netherlands and UK. Now, we are available in more than 30+ markets accross 4 continents

It is time to further extent King William's footsteps and conquer the rest of the world!

Are you ready to join us in our conquest?



OUR AWARD WINNING GINS



1689 Dutch Dry Gin

A beautifully smooth gin which combines juniper with dried quince and pippin (apple), dried lemon and orange peel, nutmeg, aniseed and clove.

It is a Juniper forward, fairly classic nose with attractive floral, citrusy aromas and faint aniseed. A gin with a very well-balanced and overall smooth finish.



1689 Dutch Pink Gin

Based on the very same recipe as the Authentic Gin 1689, in historic times they would mix this spirit with bruised strawberries and raspberries, hence, creating the worlds first pink gin or cocktail.

This first Dutch Pink Gin has a red fruity nose and blends well with the spiciness of the original gin. A 100% sugar-free pink gin, which is fantastic to use in cocktails.

MEET THE TEAM

A team of experienced professionals with an entrepreneurial spirit and passion for the drinks and hospitality Industry



Alexander Janssens

Co-Founder & Sales



Patrick van der Peet

Co-Founder & Sales



Joost Blom

CEO



Nick Barends

Brand Ambassador

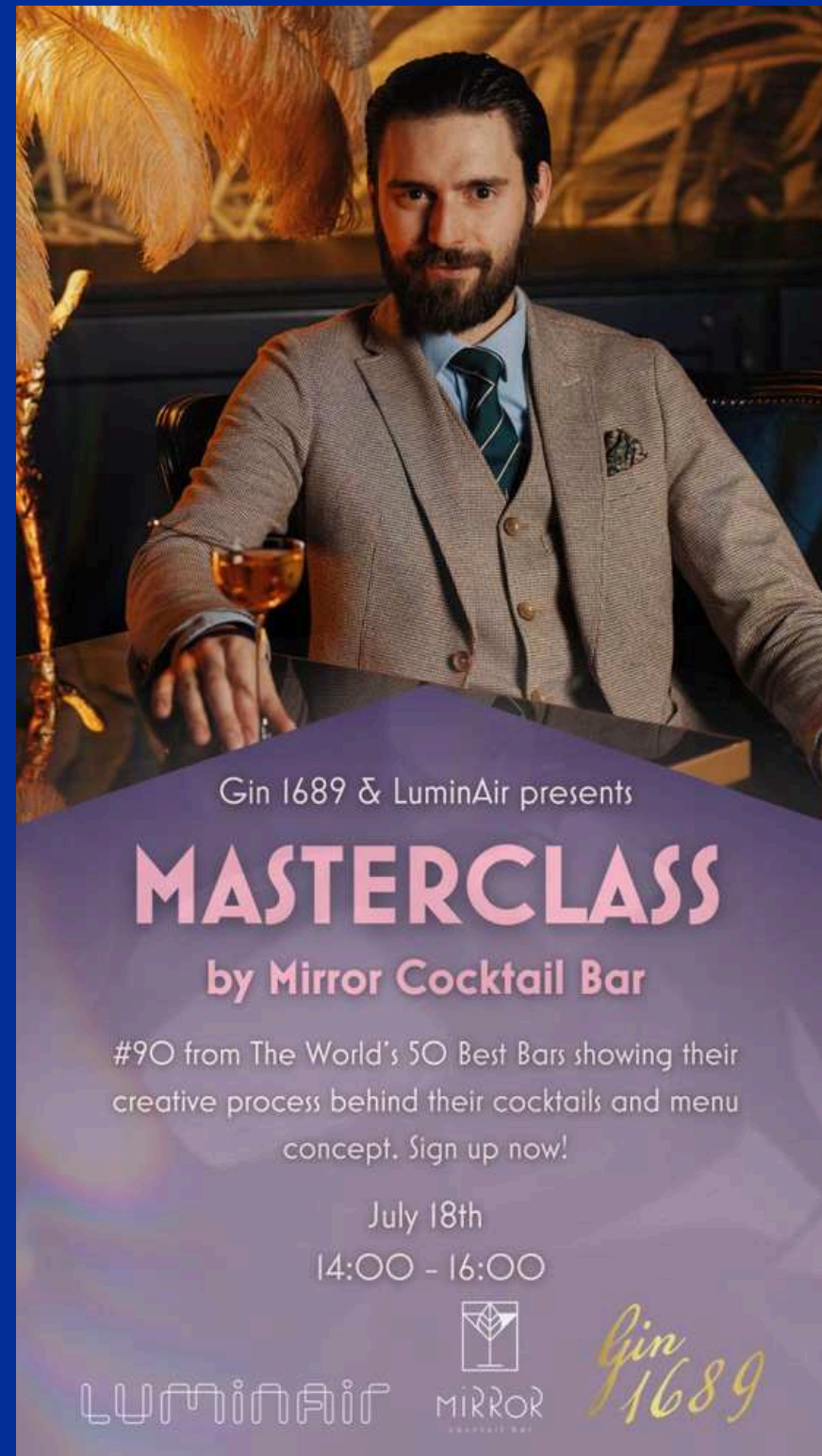
WE SUCCESSFULLY WORK WITH THE LARGEST RETAILERS & ON-TRADE PARTNERS

We can't fulfil our dreams and ambitions without our partners



BY BUILDING A LONG TERM PARTNERSHIP

We invest in instore activations, trade & consumer marketing



ACHIEVEMENTS WE ARE PROUD OF



Going for GOLD

Gin 1689 won Gold at the prestigious Gin Masters in London in the super premium category and followed winning more than 12 international medals since we launched in 2018



Chosen "Gin of the Month" by the Craft Gin Club

Gin Club UK selected Gin 1689 to be one of the 12 Gins of the Month in 2019, out of 400 other gin applications



Available in over 30 Countries

From South-Korea to Mexico, from the UK to Spain, Gin 1689 is proud to be available in more than 30 countries



The Perfect Partners

Sold at the largest drinks retailer in the Netherlands & independent shops in all mayor Dutch cities



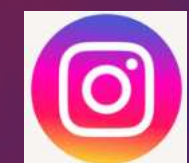
100.000 Bottles Sold since our Launch

We have sold more than 100.000 bottles since we launched in 2018



Successfully raised €600.000 in a total of 4 funding rounds

All investments were used for sales & marketing activities



More than 14.000 Followers on our Social Media Channels

Instagram, Facebook, LinkedIn

1689 IN THE PRESS: FROM THE BBC TO THE TELEGRAPH

Het Parool
Roze gin? Het is tijd voor een zomerstop
Hans van der Beek doet elke dag verslag van feesten, presentaties en andere belangrijke bijeenkomsten in Amsterdam. Vandaag: Zeilschip Bounty van Gin 1689.
Hans van der Beek 12 juli 2019, 19:17

bar
Introducing Hello BEER the anywhere for upskill

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Amsterdam Craft Gin Company gains investment
6th January, 2021 by Owen Bellwood
The Amsterdam Craft Gin Company has received €100,000 (US\$123,000) in funding to expand internationally and develop new products.

This gin brand uses a 300-year-old recipe and has the perfect bottle for Mother's Day
Gin 1689 Queen Mary edition is pink gin fit for royalty- aka Mum.
BY ELENA CHIRO

Ein Gin wie im 17. Jahrhundert
HISTORISCHES REZEPT
VON PETER BADENHOP - AKTUALISIERT AM 25.11.2022 - 18:22

Frankfurter Allgemeine
ZEITUNG • FAZ.NET
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Doctor: If You Have Tinnitus (Ear Ringing) Do This Immediately!
Discover healthy-body.net

A GINTERESTING MARKET

"Gin is here to stay with more than 8% global growth annually"

Gin is now a £2.2 billion industry in the UK doubled in size in just 5 years. (IWSR)

Flavoured gin in the top 2 best-performing drinks categories in 2022 counting for 41% of all gin sales (William Grant Trending report 2021)

Revenue in the Gin market amounts to \$14.82bn in 2023. The market is expected to grow annually by 7.7% (CAGR 2023-2027 & Statista.com).

The Premium Gin Market Size is expected to grow approximately CAGR of 8.1% from 2023-2028 (marketdataforecast.com)

United States \$3.0 Billion Gin Market Forecast in 2025

BE PART OF OUR LEGACY!

If you are interested in working with us or
have any questions please email us at
alexander@gin1689.com



TASTE THE LEGACY

Gin
1689

TASTE THE LEGACY

AUTHENTIC DUTCH
PINK GIN

*The
Queen Mary
Edition*

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