

Guinness
1689

TASTE THE LEGACY



OUR MISSION

Our mission is to bring back the gin from when the Gin craze started and to tell the story of how it found its place in the world over 330 years ago.

A spirit that once had a purpose to heal people, to eventually a drink which is enjoyed and gives people a chance to unwind and celebrate the moment with friends and loved ones.

We want to celebrate that history of gin making and take the consumer back in time.

ROYAL HERITAGE.DISTILLED.



◆ THE FOUNDERS

We take you back to the year 2016, where two Dutch lads met in the Gin capital of the world, London.

Both passionate about entrepreneurship, fine drinks, and love for their Dutch history.

Upon discovering an ancient recipe in the British Library, Alexander Janssens took it as his life mission to bring back the gin, from the time, that the Gin Craze started. Intrigued by the history of the Dutch King, William of Orange the Third and Queen Mary the Second, we decided to revive this ancient gin and take the consumer back in time. Both with an immense network in marketing, branding, and hospitality we combined our forces to revive the gin from when the Gin Craze started.



AUTHENTIC DUTCH
PINK GIN
*The Queen Mary
Edition*

V&S



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WWW.GIN1689

THE DISTILLERY

Herman Jansen is a family business from Schiedam, The Netherlands that has been producing spirits since 1777. The Dutch Genever distillery has over the years developed into a global company. The Herman Jansen of today is active on a global scale and offers a wide, modern range of spirits, wines and syrups. It is a modern enterprise with the most advanced production facilities at its disposal without losing the special character of a family business.

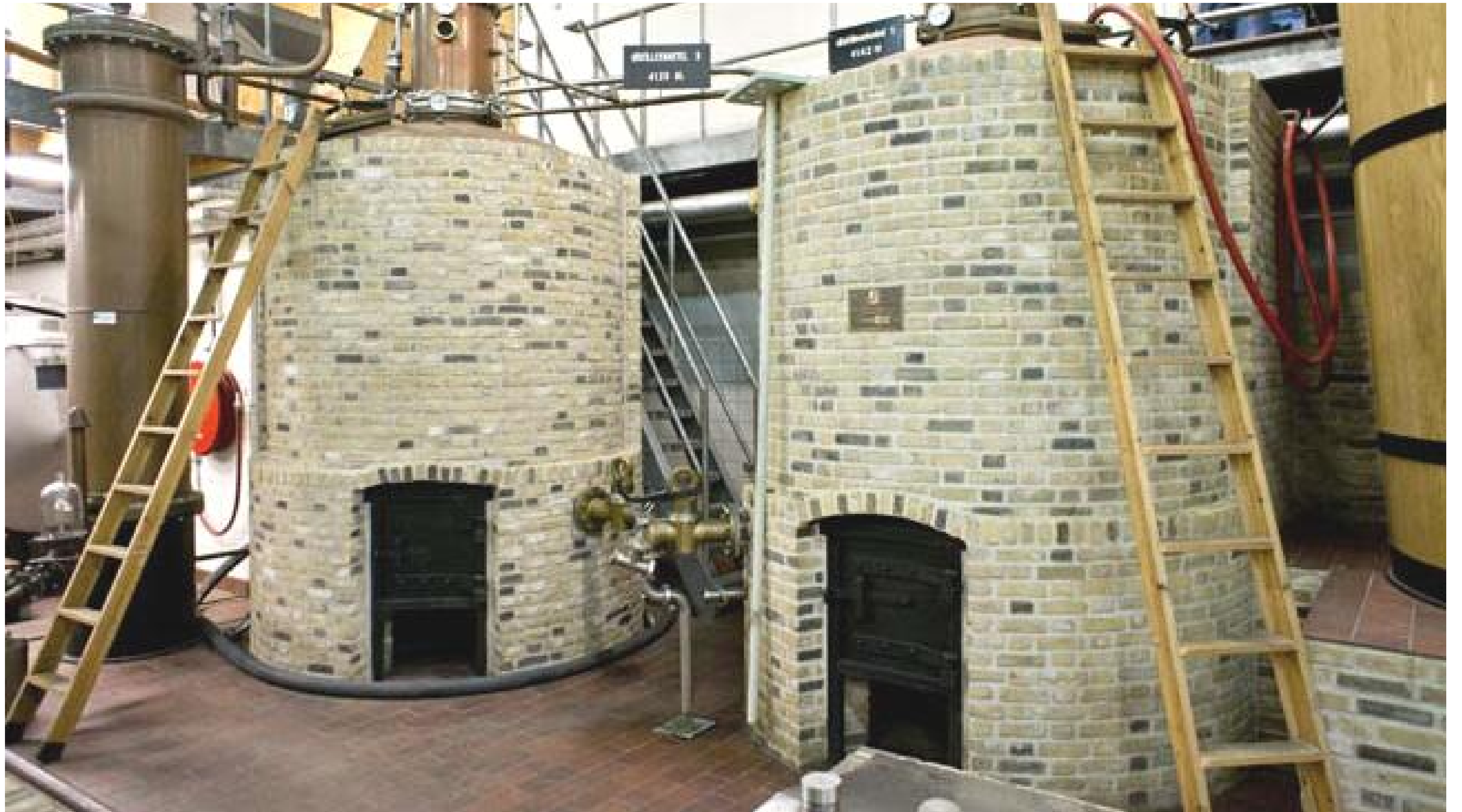
✓ **Mix of traditional Dutch and international brands**

Herman Jansen brings traditional Dutch spirits onto the market, such as Sonnema and NOTARIS Jeneverspecialiteiten, but also famous international brands, such as Mansion House Whisky, Savoy Club, Tribelle Triple Sec and Delaforce Port. They also provide a number of mixers, such as Berenburg Cola.

✓ **Dedicated craftsmanship and sharp business instinct**

Herman Jansen stands for good quality spirits for a decent price. This is the result of a combination of dedicated craftsmanship, sound knowledge, sharp business instinct.

Creating the right flavour and knowledge of ingredients and production methods allows them to constantly deliver high quality and to continue to further develop their products. Their expertise and ingenuity have already been the basis for successful, solid cooperation with trade partners for six generations.





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THE COLLECTION - THE AUTHENTIC GIN 1689

A recipe dating back from the time where the gin craze started in the United Kingdom. This juniper forward London Dry Gin is produced with the finest ingredients, which in that time, were gathered from all over the world.

With a strong juniper and nutty nose, this gin is well balanced with fruity notes (dried quince and pippin), citrusy sharpness and zestiness (Dried orange and lemon peel) and a warm mixture of spices (Nutmeg, aniseeds and cloves). A strong well- rounded gin, smooth as can be.

PERFECT SERVE:

Such a versatile gin does deserve perfect serve, however, you can serve this gin with multiple types of mixers or even enjoy it neat.

Highly recommend with a premium Indian tonic, lots of ice and serve with an orange slice or peel as a garnish.



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THE COLLECTION - THE QUEEN MARY EDITION

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.

Reduced in alcoholic strength to 38.5%, 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 drink during the summertime and amazing to use in cocktails.

PERFECT SERVE:

Premium Fever Tree Mediterranean tonic, lots of ice served with sliced strawberries and raspberries as garnish.



BUSINESS GOLD 2018
AUTHENTIC DUTCH PINK GIN
The Queen Mary
1689
nde

ROYAL HERITAGE DISTILLED
Authentic Dutch
Dry Gin
1689
nde

RUMAKO
RUMAKO
Pradsjns showroom
+32 775 654 011

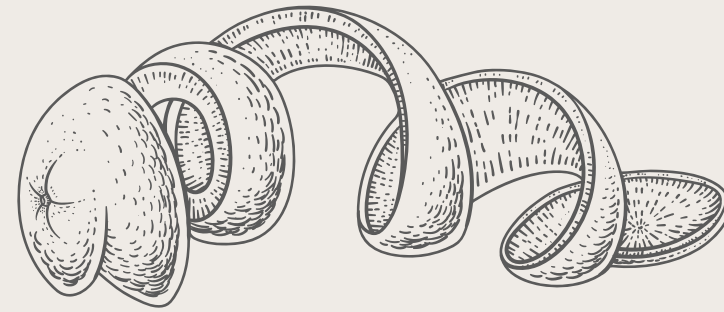
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THE BOTANICALS

The Authentic Gin 1689



Juniper berries



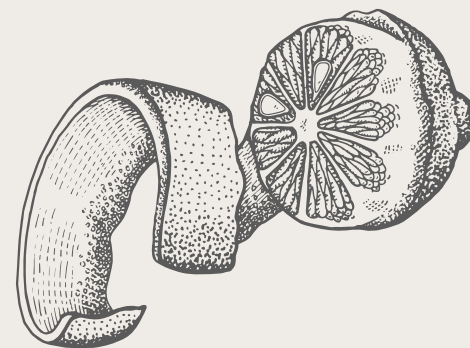
Quince and pippin (parings dry)



Nutmeg



Aniseed



Lemon and orange (peels dry)



Cloves



AUTHENTIC DUTCH
PINK GIN
*The Queen Mary
Edition*

ROYAL HERITAGE
DISTILLED
*Authentic Dutch
Dry Gin*

1689
38.5% vol

1689
40% vol



AN AWARD WINNING GIN

Since our launch in 2018 we have won multiple world-renowned awards and more to follow!!



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MEDIA COVERAGE

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WHAT'S IN THE BOX?

GIN OF THE MONTH
GIN 1689
Made from a 300-year-old recipe!
• More on page 8

THE PERFECT G&T
DOUBLE DUTCH PREMIUM MIXERS
A selection of incredible flavours
DRIED ORANGE SLICES AND CLOVES
A lovely tippie for long autumn evenings!
• Recipe on page 10

COCKTAIL OF THE MONTH
¼ OZ. GINGER ALE SYRUP
ANGOSTURA AROMATIC BITTERS
TIPTREE 'TAWNY' ORANGE MARMALADE
A Glorious Revolution in a glass!
• Recipe on page 9

TONY'S CHOCOLONELY
Dark Almond Sea Salt, Milk Hazelnut
Crazy about chocolate, serious about people!
• More on page 40

TYRRELLS HAND-COOKED ENGLISH CRISPS
Sweet Chilli & Red Pepper
Celebrate sweater weather with a bit of heat!

WORTH OVER £64!
(including magazine & delivery)

THIS MONTH, WE'RE TRAVELLING BACK IN TIME TO UNCOVER THE ORIGIN STORY OF OUR FAVOURITE SPIRIT. JOIN US AS WE TRACE GIN'S JOURNEY (IN ROYAL COMPANY, NO LESS!) FROM THE NETHERLANDS TO BRITAIN, AND DISCOVER SOME TERRIFIC TREATS ALONG THE WAY.

CRAFT GIN CLUB'S MONTHLY MAGAZINE VOL.60 // OCTOBER 2019 // £4.99

GINNED!

Old Master
A spirit centuries in the making

ORI-GIN STORY
Gin history through the cocktails that shaped it

GOING DUTCH
Ginny pancakes, Amsterdam style

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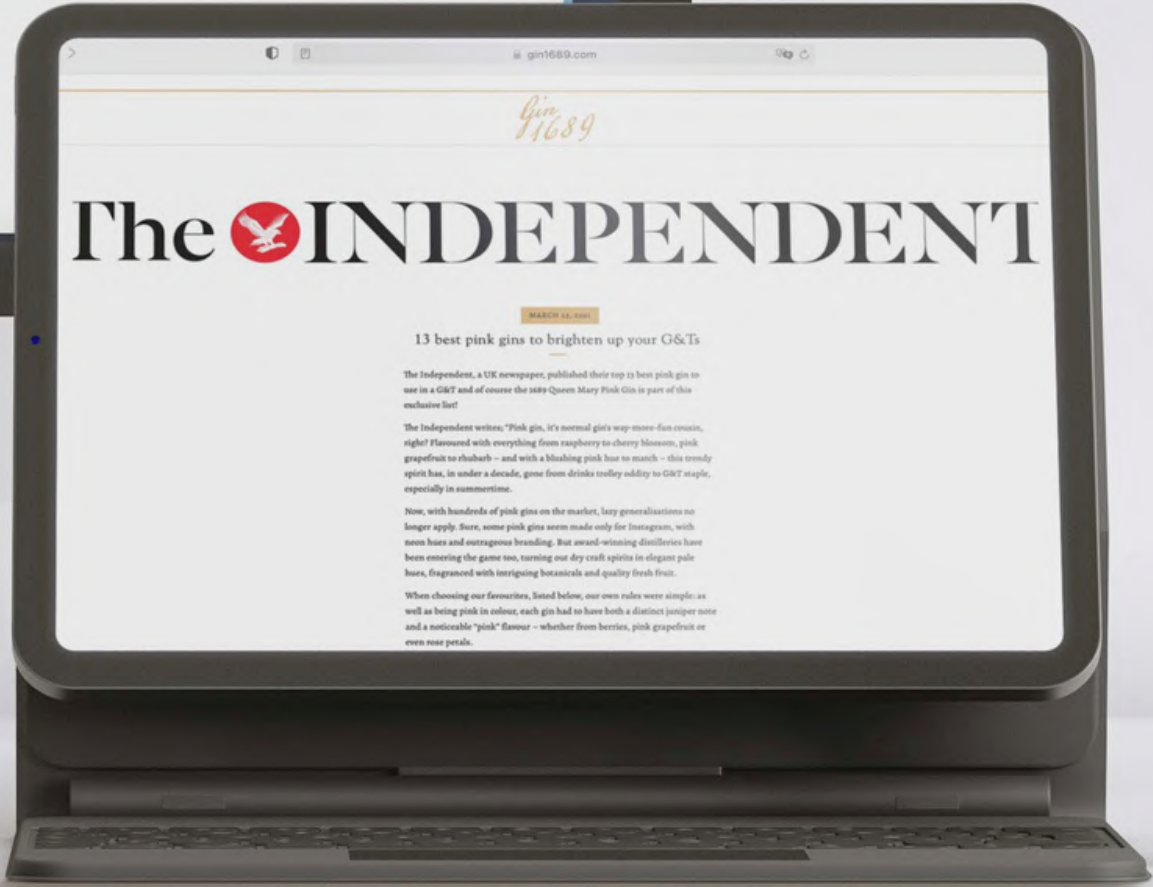
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CONTACT US

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