

HRAFN GIN

Hrafn (pronounced **Ra-vn**) meaning **Raven** in Old Norse

HRAFN GIN - POINTS OF DIFFERENCE

It is the combination of the botanicals and the process that makes HRAFN GIN unique. Some call it USPs (Unique Selling Points), but we prefer to call them our *POINTS OF DIFFERENCE*.

“Deeper in Flavour”

First, there is the use of mandarin as one of the botanicals. It gives HRAFN GIN a deep and resonant citrus that overlays the juniper. Then, there is the warming spice that develops into a tingling sensation in the mouth. The combination of these two gives the depth of taste to HRAFN.

“Longer in Finish”

Second, there is the long slow distillation which gives HRAFN GIN its ‘Journey of Taste’. It allows the botanicals to release their flavours into the spirit slowly and to distil over individually. This gives the gin a lengthened taste that allows the principal botanicals to be enjoyed in separation. The long lingering finish is also achieved by the isolation of the spicy phase to the end of HRAFN’s ‘Journey of Taste’.

“Smoother in Taste”

Then, Raven Spirits allow HRAFN GIN to rest and marry after distillation for at least four weeks. This crucial stage lets the gin mellow and the botanicals to compound – it smooths the taste of the botanicals into a soothing curve – and it is part of the stringent quality control to ensure that the taste will not continue to change unchecked in the bottle.

NOTE TO EDITORS

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Extract from HRAFN GIN | THE STORY

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