



The Gin Guild

# Celebrate with the Gin Guild at the Annual Gin Industry Dinner and Guild Spring Installation

The Savile Club  
28 May 2015

Promoting EXCELLENCE IN GIN DISTILLATION

Photo of Adham's Distillery by Anthony Cullen



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## The Gin Guild Installation and Annual Gin Industry Dinner

At the Savile Club,  
69 Brook Street, Mayfair, London W1K 4ER

- 6.15 for 6.45 for welcome G&T in the Drawing Room (with various gins for your appreciation)
- 6.45 for the Gin Guild Installation of new members, which will also be held in the Drawing Room (during which the bar will be closed)
- 7.15 - 7.45 Reception (G&T's to be served, with various gins, for your appreciation)
- 8 Dinner, which will be held in the Ballroom

Dress code: Lounge suits

Please contact [nicholas.cook@theginguild.com](mailto:nicholas.cook@theginguild.com) (020 3397 2737), for more details and bookings



Our speaker element for the dinner will be of particular interest to those in the gin industry. A gin created from a 1495 gin recipe unearthed in an out-of-print, Dutch language, history of Jenever. This has been re-created under the direction of Jean-Sébastien Robicquet (Président Directeur Général of EWG Spirits & Wine, producers of grape distillate based G'Vine Gin de France), as an academic exercise. It is not intended as a commercial product, so the opportunity to experience the recipe is very rare. EWG are very kindly providing both their re-creation of the original and their modern day interpretation of the recipe, the latter reflecting their considered view of what the 1495 distiller might have made had they had access to the range of exotic botanicals available today.

Philip Duff will speak about the discovery of the recipe and its production and Jean-Sébastien Robicquet will lead attendees in a tasting of the two spirits.



"The 1495 recipe is not just the first chapter in the rich history of gin. This historic Grape distillate-based recipe is part of the very foundation of the category. By taking this recipe apart and refreshing it for our era, we will learn so much more about the long and circuitous journey the spirit has taken through the centuries." *Jean-Sébastien Robicquet*



As befits the Gin Guild, the menu is gin influenced:



### Starter

Steamed Gin marinated Sea Trout Fillet  
finished with a broad bean puree  
and a hogweed salad

*Viognier, Val Colombe 2013*

### Main Course

Juniper Smoked Chateaubriand finished  
with salt baked celeriac, sprouting broccoli  
hearts, gin infused loganberries

*Rosso di Montepulciano, Crociani 2012*

### Dessert

London Dry Gin Foam with roasted pink  
grapefruit, lemon semolina cake with white  
chocolate and gin ganache

*Sauternes, Château Petit Vedrines, France 2010*

### Coffee

Coffee and Chocolates  
and Bramley & Gage Damson Gin





## Celebrating excellence in the distillation and promotion of gin



Promoting EXCELLENCE IN GIN DISTILLATION

### Welcome

The Gin Guild was incorporated in 2012. The first members joined the Gin Guild at a formal installation ceremony held in The Mansion House in the historic heart of London. This brochure will I hope provide a brief background to both the Gin Guild and to our spring member installation.

Guild members work hard to promote gin. Gin Guild membership is an honour and a visible recognition of those who are prominent in the gin industry, in all its many parts.

We have already welcomed a wide range of members to the Guild, including senior members of the major distillers, as well as those from medium sized and craft distillers, journalists, sales and marketing and brand advisors, promoters, bar owners and leading cocktail experts, spirits packaging consultants and professional advisers.

The history of gin and its associations with London goes back centuries. The Worshipful Company of Distillers is a livery company, one of London's original ancient trade bodies. It was incorporated by Royal Charter in 1638 and remains integral and very active in the spirit trade. It is the Gin Guild's parent company.

Installation to membership of the Gin Guild at the Guild's spring installation and Annual Gin Industry Dinner is an ideal way to join the Guild as it is an exclusive occasion for the gin industry to get together.

We offer a very warm welcome to those who wish to join the Gin Guild at this time.

Why not combine the experience with a tour of some of London's other famous sites (perhaps including some of its gin distilleries)?

I look forward to meeting new faces and new friends bound with a shared love of gin.

**Christopher Hayman**  
Grand Rectifier







## The Savile Club

The Savile Club, which is our venue for the Gin Guild's spring installation, is a private members club in London and dates back to 1868. It established itself at the heart of literary London, having gathered Robert Louis Stevenson, Thomas Hardy, HG Wells, Rudyard Kipling, Compton Mackenzie, Max Beerbohm and WB Yeats amongst others, around the Club table.

Music was represented over the years including: Charles Villers Stanford, Arthur Bliss, William Walton and Edward Elgar. Scientist members have included Lord Kelvin, John Cockcroft and Lord Rutherford and latterly radio journalists from nearby Broadcasting House and eventually a whole generation of filmmakers, television producers and scriptwriters.

The current property was largely created in the 1890's. The eminent firm of Parisian architects and decorators, Bouwens Van der Boyer constructed the Ballroom and elegant salons. French interiors had been popular in London since their introduction to Apsley House in the 1830's, but few examples were constructed with the architectural rigor and exquisite craftsmanship found here. The interiors are amongst the most extensive and exquisite of their type to survive in London.



## The Gin Guild

The Gin Guild has been set up to work with gin distillers and those in the gin industry from the UK and around the world to provide leadership and focus to the promotion of this exciting spirit category.

The Guild provides a vibrant industry community, defined by a shared professional interest and shared ideals and experiences, in a congenial and companionable atmosphere. This reflects both the established and traditional history of the Gin trade in which London played a key part, as well as incorporating contemporary experiences.



The Guild is driven by a management committee, including representatives from the four largest UK Gin Distillers – Bacardi, Chivas Brothers, Diageo and William Grant and Sons (the four Guild founders), with other Guild members.

The titular head of the Gin Guild is the Grand Rectifier. The current holder is Christopher Hayman, who has been in the gin trade for over 40 years. He is Chairman of Hayman Distillers, a family owned company.

The founder companies are each represented by a corporate Founder Warden, with others from those companies as Rectifiers. Other Gin distilleries and brand owners are represented by Warden Rectifiers. Individual Guild members are known as Rectifiers.

Installations to the Gin Guild are held at various times of the year and include both an option at the Guild's spring installation and Annual Gin Industry Dinner or an option (in the autumn of each year), of Guild installation at the highly prestigious and traditional venue of the Mansion House, London, followed by the formal Banquet of the Worshipful Company of Distillers, in the famous Mansion House banqueting room.

The Guild brings together gin distillers and industry leaders involved in the production, promotion, distribution and consumption of gin (together with other interested parties), in order to promote and encourage commitment to excellence in gin distillation and industry custodianship of the spirit category.

The Guild does not seek to promote any particular branded product or products. It aims to bring together the widest range of products and their producers and those associated in the wider industry, in order to provide a valued forum for all those involved in gin production, sales, marketing and distribution.



The Guild only recognises gin styles produced by distilling ethyl alcohol in stills traditionally used for gin, in the presence of juniper berries and other botanicals – provided that the juniper taste is predominant.



## Guild membership

Membership is open to a range of gin industry players.

The classes of membership are as follows:

- **Founder Wardens:** The four Founder companies appoint the four Founder Wardens.
- **Warden Rectifiers:** This group is limited to producer/distillers and brand owners (excluding supermarket own brands and retail off trade, and/or ineligible gin styles, and smaller low volume craft distillers). This is held as a corporate representative position (with only one such position in each company).
- **Rectifiers:** Individuals involved in the wider Gin industry (including small craft distillers and those involved in production, distribution, marketing/ sales, bar staff, retailers/buyers, journalists, educators, and other commentators).

The Guild arranges, co-hosts and/or facilitates access for Guild members to a programme of gin related events and celebrations, including:

- Gin tasting events
- Guild installation ceremonies.

The Gin Guild welcomes support and participation from those involved in the gin industry around the world. We hope that this guide has shown you a little of the detail of the background to a Guild installation and that, at some point, we may welcome you to both the Guild and one of our installation ceremonies.

## Membership benefits

### Networking & events

A key benefit of Guild membership (open to members only), is the opportunity to network.

The Guild has at least two formal dinners a year, at which Guild installations take place. Both offer exceptional hospitality and opportunities for key guests to be invited.

Informal events offer a quality and worthwhile entertaining programme of events and support to Guild members, alongside participation in other events (including those of our own creation), to a wider audience.

### Prestige

Join and be an active member in an organisation supported by many of the world's leading gin brands, their distillers and colleagues and celebrate and promote excellence in the distillation and promotion of gin.

### Education

The Guild works with other key players in the industry, including the Wine and Spirit Education Trust (WSET) and Heriot-Watt University in Edinburgh to organise educational events for the trade, industry students and consumers.

### Showcase

We provide opportunities, especially for smaller members, to have their products made available to a wider and focused market.

### Guild Website

The Guild website is an active resource, promoting events, lectures and member companies and brands. The members only section is also building and providing resource to members.

### Awards

The Guild Sponsors several key awards within the International Wine and Spirit Competition. These include the London Dry Gin of the Year and the Distilled Contemporary Gin of the Year.

### Industry Events

The Guild participates in events such as London Cocktail Week, the busiest occasion in the UK's cocktail calendar. The Guild is an event sponsor - reflecting the key role of gin in cocktails. In 2013 for example the Guild organised and hosted a presentation by some of the world's most respected gin distillers and experts, sharing their knowledge of gin botanicals, under the banner Me and My Botanical. Watch the full length "Me and My Botanical" film on our website.

The website also has content from the annual gin industry conferences that we organise. See [www.ginposium.com](http://www.ginposium.com) for details of the next such conference.



# Advance Notice Gin Guild Autumn Installation and Worshipful Company of Distillers Banquet

Mansion House, London  
16 October 2015  
(advance reservations available)



The Autumn Mansion House installation is an occasion to remember. For those who have not experienced a City of London formal function with the traditions and ceremonies of the City of London and of both the Gin Guild and the Worshipful Company of Distillers, it an unforgettable experience. Contact us for details.

The Gin Guild installation is held in the late afternoon before the Board of the Gin Guild, in a private room at The Mansion House, in front of invited guests and colleagues and Guild members.

After the ceremony, members of the Guild old and new and their guests share in a gin bar. They are

able to sample the spirit alongside the conviviality of Guild membership.

In early evening the group then joins the Worshipful Company of Distillers, its members and their guests, in their formal reception in the reception hall.

After the reception all take their places for the Banquet (a formal dinner) in the world famous banquetting hall, the Egyptian Room (pictured).

Please contact [nicholas.cook@theginguild.com](mailto:nicholas.cook@theginguild.com) for more details and reservations. A full brochure is available for this event on request.





For Guild information and  
further details, please contact:



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The Gin Guild

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