



# **(g)incredible**

A Brief Glance at Gin's Evolution Through Time

# ORIGINATED FROM DUTCH GENEVER, A LIQUOR INFUSED WITH JUNIPER BERRIES

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JUNIPER WAS USED AS PROTECTION AGAINST THE PLAGUE AND AS MEDICINE FOR AILMENTS. ALCOHOL PRESERVED THE VARIOUS PROPERTIES OF THESE BOTANICAL BLENDS.



# LONDON GETS A HAND IN THE POT

## KING WILLIAM'S TAXES

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Raising taxes on imported spirits along with lowered taxes on domestic spirits production leads to a boom in gin production.

Grains which couldn't be used for beer were repurposed and distilled into gin.

## EMERGENCE OF STYLES

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Gin was initially distilled via pot still, and was generally a sweeter style compared to "London Dry", produced via column still circa 1831. England differentiated their style from Dutch gins and pioneered Old Tom Gin and Sloe Gin.

## GIN CRAZE

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The explosion in gin production went well initially. After time, the copious amounts of poorly manufactured gin led to lots of alcoholism, death, and seedy underground distilleries. The government imposed strict regulations and propaganda against gin.

# Gin Becomes Classy

## GIN & TONIC

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British colonies located in tropical regions suffered from malaria. People would consume quinine to prevent malaria. Quinine would be infused with soda water to become tonic. People would combine gin, sugar, lime, and tonic to stay healthy and happy!

## GIN PUNCH

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Upper class socialites in British society would create gin-based punch bowls as a festive beverage for gatherings, served warm. Hot gin and gingerbread were a notable pairing during cold weather.

## MARTINI

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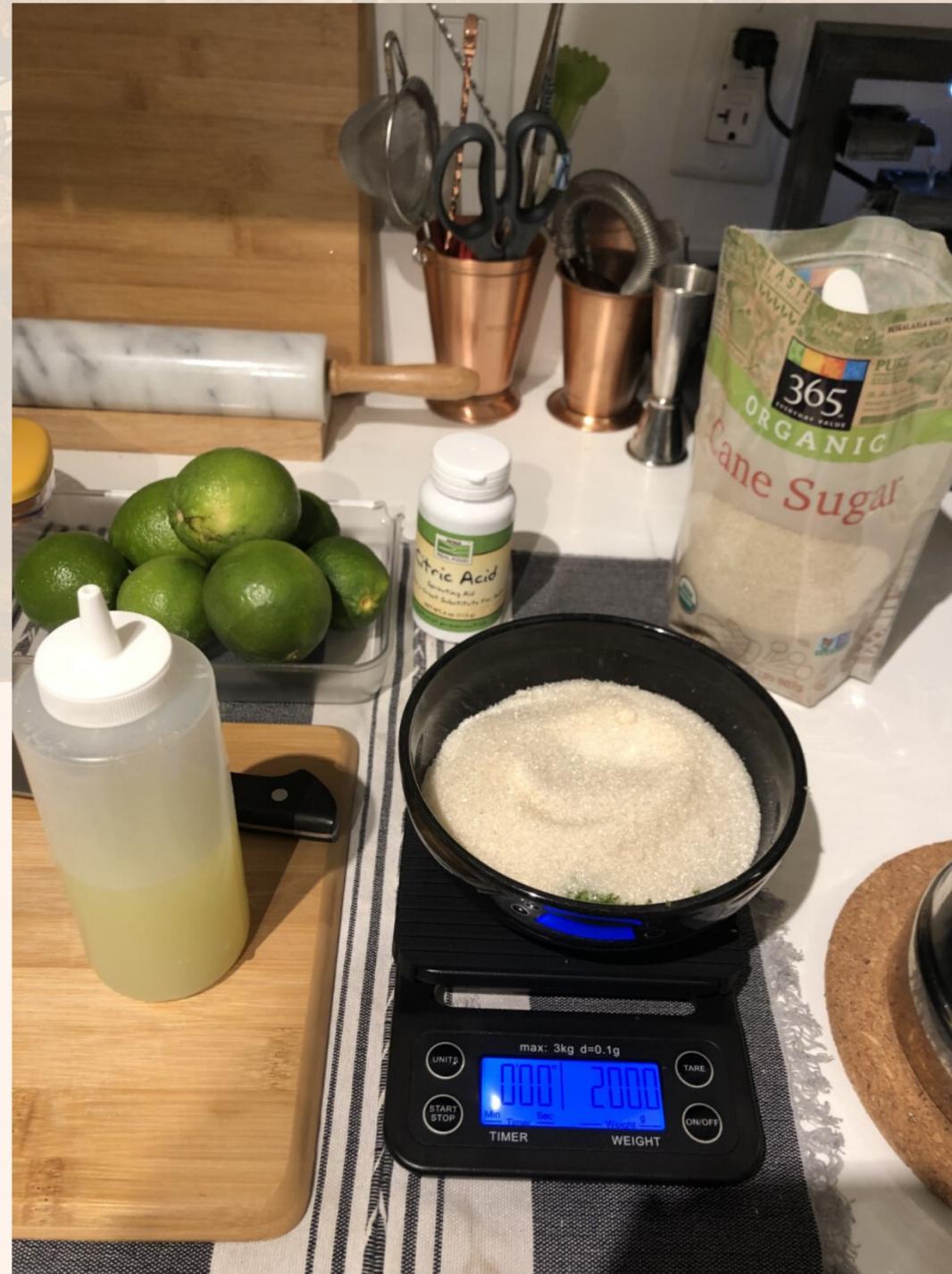
Created in 1888, it was famously referred to as "the Elixir of Solitude" This was the first application of gin that was consumed purely for pleasure, and enjoyed for its anesthetic effect. It was the preferred method of capping off a work day and setting the tone for the night!

## GIMLET

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The British Navy used government rationed gin for its calming and warming effects during the stressful times of colonial wars. Navy Strength gin, produced at minimum 57.7% ABV was combined with lime cordial to combat scurvy and vitamin deficiency on long sea voyages.

# LIME CORDIAL



***Oleo-saccharum***  
maceration of peels with  
sugar to extract oils &  
concentrate flavor

***Citric acid***  
signature tart flavor profile

# LIME CORDIAL



zest of 4 limes  
200g cane sugar  
200g hot water  
9g citric acid

# CLASSIC GIMLET

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2.25OZ NAVY STRENGTH GIN  
.75OZ LIME CORDIAL  
STIRRED, GARNISHED WITH LIME  
TWIST

# MODERN GIMLET

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2OZ GIN  
1OZ LIME JUICE  
.5OZ SIMPLE SYRUP  
SHAKEN, GARNISHED WITH LIME  
WHEEL