



Bespoke Gin Creation

START YOUR JOURNEY TO
CREATE THE PERFECT GIN



Welcome to the home of the World's Best Gin*

Sky Wave Gin launched onto the gin scene with a bang. It wasn't even two years old, when its Signature London Dry was named the World's Best Contemporary Gin at the World Gin Awards - seeing off competition from much larger and more established distilleries.

Founders and distillers, Rachel Hicks and Andrew Parsons, were inspired to launch their award-winning range of gins when they couldn't find their perfect gin - so they made it. There are now seven gins and one non-alcoholic expression in the range which have picked up 85+ international medals.

Master Distiller Andrew Parsons uses the one-shot method to create their London Dry gins, which demands nerve-shredding accuracy in preparing botanicals and other ingredients for each still run. There is no second chance to get it right.

This accuracy has generated significant success, with Andrew shortlisted for Master Distiller of the Year, Icons of Gin Awards: recognition not only for Sky Wave's own products, but

also for work with independent gin producers crafting unique, premium bespoke spirits.

The team was commissioned by Blenheim Palace to create its first Signature London Dry Gin using botanicals from the estate. It's already scooped international medals. Andrew has also worked with new brands, including Birch Gin and Meadowcourt Gin, both of which have gone on to win awards. He has taken commissions from businesses such as Finders Keepers to create a gin to celebrate a key anniversary. As a former Royal Signals Officer, Andrew is also proud to have created gin for LXX Squadron RAF at Brize Norton.

Creating a bespoke small-batch gin is the perfect choice for:

- Launching your own personal gin brand
- A one-off, commemorative project or personal celebration
- Corporate launch or anniversary
- Travel and tourism clients looking for a 'destination' product.



*World's Best Contemporary Gin, World Gin Awards 2020



Your gin journey starts here...

Have you ever dreamed of owning your own personalised gin brand or perhaps creating a fabulous, unique gin for your special moment? What could be better than a totally bespoke gin crafted especially for you by an award-winning team?

With minimum order quantities starting from just 70 bottles, and orders available in multiples of 70, a bespoke gin is more accessible than you might think.

You may have an idea of what you're looking for already, or simply know what connects with your brand and customers.

Our approach is to engage with you to understand the flavour profile you're looking for and work from there. Rather than bombard you with botanicals, we'll explore and understand what you're trying to achieve - nose, initial flavour, mid-section and finish.

Our art is then to choose the botanicals and quantities to achieve that profile. Botanicals rarely behave the way you expect - either singly or in combination with others - and it's our job to ensure we develop the perfect recipe to meet your brief.

If you want a bespoke gin service to help get you started then call Andy, he is the bomb. I spoke to and met with several distillers and Andy was the one I wanted to trust my business with. It was a great decision, his advice and help have been invaluable.

JUSTIN BIRCH, BIRCH GIN





How it works: A simple two-step process

Our approach to developing a new gin is in two phases: a proof of concept, and then production.

Step 1: Proof of Concept

This includes two hours of development, including discussion with you via phone calls or emails followed by distilling your proof of concept. We focus on the flavour profile - as opposed to specific botanicals - so we really understand your preferences.

If you wish to include a specific botanical from your region or for other reasons, we can, of course, accommodate this.

We also welcome customers to work with us personally here in the distillery.

We create the gin to your flavour profile, and deliver two x 500ml bottles to you.

Any further development work is then charged at £100 per hour plus VAT (further development and another still run takes about three hours). In reality, this is not required for over 90% of our bespoke gins, and we have never needed a third iteration to meet customer's expectations.

PRODUCTION COST: £410 + VAT



A variety of bottle designs are available

Step 2: Production & Costs

Every bespoke gin requires a full production still run - but with two stills available, we have plenty of flexibility and can distill in various sizes of bottle batches, although exact quantities may vary depending on many factors.

As a guide, costs start from £27.00 for a 700ml bottle, with all HMRC alcohol duty and distilling licenses paid, products fully labelled and sealed. Prices may vary. We can also box in cartons of six.

Design

Our design service includes a choice of bottle designs and seals, along with experienced support for label design and label printing using our preferred designers and printers. Please note that the service is limited to two design iterations once your brief has been agreed.

DESIGN COSTS: £400 + VAT

Timescales

Typically, the proof of concept phase takes two weeks before transitioning into production. We allow 3 weeks for production - including ensuring all key elements such as bottles, seals and labels are perfectly in place prior to your production run and bottling. For both phases please allow six - eight weeks in total.

Additional Services

Sky Wave Gin has an excellent supply chain including packaging design, production and point of sale. If you need any support in this area we're happy to put you touch with our preferred suppliers, but we do ask that you work with them directly for any design work.

Licensing

You are reminded that in order to sell your bespoke gin you need various licences. These include a premises and personal licence for wherever you sell from, and if you intend to sell to other business, registration with the Alcohol Wholesale Registration Scheme is required. Other licences may also apply depending on your circumstances, and Sky Wave Gin can also advise on this aspect.

We are extremely fortunate to have a multi award-winning distillery on our doorstep. Andrew has been incredibly helpful in creating this exciting new product and his expertise, has resulted in something truly unique to Blenheim.

JUDY BENDALL
BLENHEIM PALACE HEAD OF RETAIL

BESPOKE GIN CLIENTS INCLUDE:

Birch Gin • Blenheim Palace • The Heyford Hotel • Finders Keepers • LXX Squadron RAF • Meadowcourt Gin • Private Clients



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