

April 2015

Dear Friends of Broker's Gin

BROKER'S GIN NEWSLETTER

In November Andy made a little tour of the Cotswolds, a bucolic area of England to the west of London, known for its beautiful rolling countryside and villages of stone-built houses. Oh, and of course, the occasional pub! Andy is very grateful to his friend and former oil industry colleague, Adrian Patrick, who lives in the Cotswolds, and has single-handedly introduced Broker's Gin to many of those pubs.

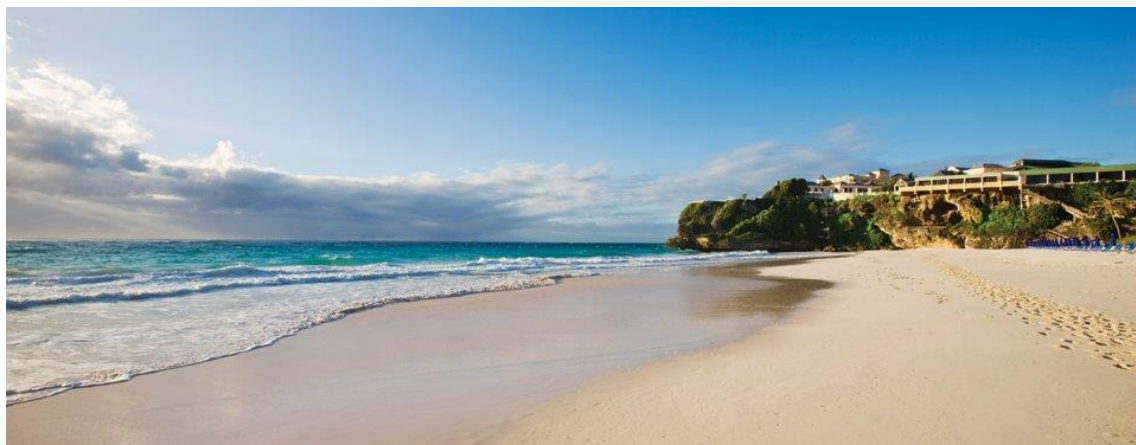


The Ebrington Arms in Ebrington and The Killingworth Castle in Wootton, both of which serve Broker's Gin from a revolving optic stand

Another great new account for Broker's Gin is Ronnie Scott's Jazz Club, which has been the most famous jazz club in London for over half a century. Broker's is now the house pour and there are four cocktail listings too. This is one of many new placements made by our UK distributor, Hi-Spirits. Well done and thank you.



Whenever he is on vacation, Andy always looks for Broker's Gin, and he was very pleased to find it in many places in Barbados while there for a week in November. His favourite restaurant, Changers, which is rated No 1 out of 373 restaurants in Barbados by TripAdvisor, pours Broker's Gin. La Casa del Habano, which is a great spot for a Cuban cigar, has taken Broker's Gin to heart too. And when you can find Broker's Gin at the end of day at the Crane Resort (below), it makes for an excellent vacation. Many thanks to Stansfeld Scott, our importer.



Shortly before Christmas Andy was visiting family in Barcelona, Spain, and was again on the lookout for Broker's Gin, which is very easy to find in that city. His favourite new account was the W Hotel, where he was made very welcome by the hotel manager Badr Bennis and the bar manager Daniel Vila (in photo below).



Barcelona, with Antoni Gaudi's Sagrada Familia cathedral (far right), under construction since 1882



W Hotel



In January Martin had the chance to escape the London winter and visit Israel for the first time on Broker's Gin business.

He was royally looked after by Topaz Horowitz and his colleagues at Israco. Martin made a number of visits to both supermarkets and independent bottle shops, including a very upmarket shop in downtown Tel Aviv managed by Simon Mendoza. One evening was notable for a very successful Broker's Gin event at the Cerveceria Bar in Tel Aviv. The name might hint at beer, but Martin can confirm that they poured many bottles of Broker's Gin that night! The bar was attended by journalists and many leading lights from the vibrant Tel Aviv hospitality industry.

Martin can't wait to make his next visit.



Ariel Puterman, Simon Mendoza and Martin



With Olga Gorodnitski at a Tiv Taam store

Andy then had the pleasure of conducting a Gin Masterclass at Charlotte's Bistro in London. He sampled five different gins with about thirty customers and staff and had so much fun that he was there for five hours!

In the photo Andy is seen with Fredi Viaud (bar manager), Maddy and Charly. Many thanks to Charly, who organised the event, and all the staff who helped to make it so successful.

Charlotte's Bistro is a well-established "gin joint", famous for its Gin School.

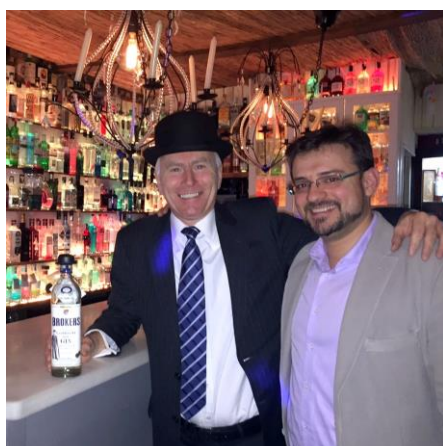


Peter with Maria and Maria Jose at La Toga in Murcia

Peter has continued his frequent trips to Spain, with six visits in the first three months of 2015. He has been to Alicante, Altea, Madrid, Malaga and Murcia, as well as the popular holiday island of Ibiza. His exploits can frequently be seen on Broker's Gin's global Facebook site.

The key purpose of Peter's recent trip to Murcia was to work with the sales team from newly acquired wholesaler Districam. Together with Alonso and Gines from Districam, Peter called on over 35 bars over a three-day period. Peter reports that every bar visited now pours Broker's Gin among their assortment!

In Madrid, where our importer Girabebe's sales team is headed by Javier Valdivieso, Broker's is now the pouring gin at the Botin restaurant. Botin is officially (according to the Guinness Book of Records) the oldest restaurant in the world and is located in the famous Mayor Square in Madrid's old town. Additional distribution in Madrid has been gained through the number one independent retailer Bodegas Santa Cecilia. Many thanks to Girabebe and all their associates in Spain.



With Santi Bronchales (Girabebe) at La Gintoneria in Murcia



With Districam salesman Gines



Districam salesman Alonso



With Pepe (owner) at Botin restaurant in Madrid

In February Andy spent two weeks working in New Zealand, to support our importer Independent Liquor. New Zealand is diametrically opposite the United Kingdom on the globe, and roughly speaking requires two 12-hour flights to get there. For that reason Andy broke the journey with a two-night stopover in Seoul, Korea.

Our Korean importer, UPIC, took maximum advantage of Andy's stopover and took him on a whirlwind tour of bars, restaurants and stores. On the Sunday afternoon he held a Gin Masterclass for about fifty bartenders. Andy was very impressed by the progress made by UPIC in Korea and was very pleased to be able to further the cause in that friendly and welcoming country. A big thank you to Eric Hwang, Managing Director, and JS Kim, CEO of UPIC.



Andy at Robin's Square with JS Kim (left) and Eric Hwang of UPIC



Andy with owner Robin (right) and staff at Robin's Square



Gin masterclass at Vault 82 with Eric Hwang providing instantaneous translation



Andy with some of the bartenders after the event

Andy's first stop in New Zealand was in Queenstown on the South Island. This is where people go for extreme sports like bungee jumping, jetboating, paragliding, etc, not to mention skiing in winter. Those looking for something a bit more sedate may enjoy a cruise on the twin screw steamship TSS Earnshaw, built in 1912, the same year that the Titanic sank on its maiden voyage. TSS Earnshaw plies the waters of Lake Wakatipu, where Queenstown is located.



Andy also visited Christchurch and Blenheim in the south island, and Wellington and Auckland in the north island. He conducted education sessions for store staff where Broker's Gin was already stocked. Independent Liquor have achieved an amazing 76% distribution level across the off premise in New Zealand. Independent Liquor own the Mill chain of liquor stores, which provides a good start! Andy helped sell Broker's Gin into additional stores and also conducted consumer tastings.



One of the Mill liquor stores in Christchurch



Broker's Gin has pride of place on the shelves



Evidence of 2010's and 2011's earthquakes in Christchurch is still very visible and Andy was shocked to see the devastation. Rebuilding is going on everywhere, but it will be many years before Christchurch looks like a complete city again.

Andy's real reason for wanting to visit New Zealand is revealed in the photo on the left. This is his friend, Helene Marchant, holding a tray of giant crayfish (the small dish contains whitebait). There is no more delicious shellfish on the planet. Helene and her husband, Ian, who is Managing Director of Omaka Springs Estates winery, are tireless promoters of Broker's Gin in the Marlborough region. Many thanks to them both.



Ian Marchant in his classic British Triumph Stag



Andy spotted this licence plate in Blenheim and converted owners Graham and Thelma to Broker's Gin. They are now looking to get a new plate – B AN T.

Andy's final stop in New Zealand was Auckland, where as well as visiting liquor stores and conducting media interviews, he undertook a roving cocktail competition with Andre Browne, Brand Manager at Independent Liquor. The joint winners of the cocktail competition were Sam at Meadow and Dan at 46&York.



Auckland



Andy at Nomad with, from left, Matt Mavor, National Sales Manager, Giselle Bleakley, Marketing Manager, and Andre Browne, Brand Manager, all of Independent Liquor



Andy and Sam at Meadow with his "Broker's Cucumber Twist"



Andy and Dan at 46&York with his "Broker's Botanical Dream"

In mid-March the Broker's Gin team decamped to Düsseldorf in Germany for the annual ProWein tradeshow. There they met many existing importers and business associates as well as signing up a number of new business partners. The team comprised Martin, Julia, Peter, Petronella and Andy. Photo courtesy of Jose Buonamico of Drinking Times - a charming gentleman from Argentina.



And a final visual nugget. St Patrick's Day was on Tuesday 17th March. We supplied a number of green bowler hats to Woodman Wine & Spirits, our agent in Ontario, and to Stile Brands, our agent in British Columbia. Their teams applied the green hats to bottles of Broker's Gin in many liquor stores which led to additional orders and displays. A fun way to gain some incremental business!

Finally we would like to welcome new importers Mabat Int in Slovenia and Cordon Vert in Japan, who have already placed orders for Broker's Gin.

And at Prowein Peter cemented relationships with the following new importers - Selesta in Bulgaria, Exclusive Brands in Poland, and Desras in Cyprus. Welcome to you all.

Thank you to everyone for your continued support of our brand.

With best wishes

Martin

Martin Dawson
Broker's Gin Limited

Andy

Andy Dawson
Broker's Gin Limited