



# RIGHT<sup>GIN</sup>

EST UNUS MODUS VERUS

RIGHT GIN IS A CITRUS FORWARD, NEW WESTERN STYLE COMPOUND GIN, BLENDED AND MADE IN SWEDEN BY MASTER BLENDER HENRIK FACILE.

RIGHT HAS EVOLVED IN 2019. THE PROOF HAS BEEN INCREASED TO 47% ABV; THIS WAS IN DIRECT RESPONSE TO BARTENDERS' FEEDBACK FOR A "MORE POTENT PROFILE" TO BEST ALIGN WITH EVOLVED PREFERENCES IN GIN. 47% WAS DETERMINED TO BE THE FAVORITE, OF 8 DIFFERENT PROOF POINTS, IN MULTIPLE TASTE TESTS WITH BOTH BARTENDERS AND CONSUMERS, IN BLIND TASTING & COCKTAIL APPLICATIONS.

THE PACKAGE OF RIGHT WAS ALSO EVOLVED TO A MORE "BARTENDER FRIENDLY" BOTTLE, WHILE RETAINING ESTABLISHED TRADE DRESS.

CONSISTENT WITH THE ORIGINAL FORMULA, EACH OF THE EIGHT BOTANICALS USED ARE CAREFULLY SOURCED FOR THEIR DISTINCTIVE FLAVOR PROFILE, DISTILLED SEPARATELY UNDER SPECIFIC CONDITIONS FOR THAT PARTICULAR BOTANICAL, THEN BLENDED TOGETHER TO CREATE AN ELEGANT, BALANCED AND UNIQUE EXPRESSION OF GIN.

RIGHT WORKS EXCEPTIONALLY WELL IN CLASSIC GIN COCKTAILS, TAKEN NEAT, AND PAIRS BEAUTIFULLY WITH FRESH AND SEASONAL FLAVORS.

**WHY SWEDEN?** RIGHT GIN IS BLENDED AND BOTTLED IN MALMO, SWEDEN; THE SOUTHERN MOST REGION OF THE COUNTRY, DIRECTLY ACROSS THE BRIDGE FROM COPENHAGEN, DENMARK.

53% OF RIGHT GIN IS WATER, SO THE SELECTION OF THIS INGREDIENT IS CRITICAL. OUR WATER COMES FROM LAKE BOLMEN, NEAR MALMO, A PROTECTED SOURCE RENOWNED FOR ITS ARCTIC PURITY. WE CHOSE IT FOR ITS "SOFTNESS" WHICH WE BELIEVE ADDS TO THE FLAVOR PROFILE OF OUR GIN.

**FORMULA ARCHITECTURE** AS A NEW WESTERN STYLE GIN, RIGHT IS CREATED TO BE LESS-JUNIPER FORWARD, AND SHOW AN EXCEPTIONALLY BALANCED CHARACTER BETWEEN ALL BOTANICALS.

ONE OF THE FIRST "COMPOUND" GINS - FIRST RELEASED IN 2008 - RIGHT'S BOTANICALS ARE INDIVIDUALLY DISTILLED AT SPECIFIC TEMPERATURES AND UNDER VACUUM TO BEST EXTRACT THAT PARTICULAR BOTANICAL'S ESSENCE. BLENDED POST-DISTILLATION.

**BOTANICALS:**  
JUNIPER BERRY, SARAWAK BLACK PEPPER, CORIANDER LEAF, LEMON PEEL, BERGAMOT, GREEN CARDAMOM, KEY LIME PEEL & BITTER ORANGE PEEL



RIGHT GIN 47% 6x750ML  
CASE SCC 10898627001404  
BOTTLE UPC 00898627001407  
CASES PER LAYER: 19  
NUMBER OF LAYERS: 4  
TOTAL CASES PER PALLET: 76

