



## SIMON FORD'S GUIDE TO A PROPER MARTINI FORDS GIN

### MARTINI 101

**KEEP YOUR GIN COLD** – Fords Gin has high oil content from its nine botanicals. When chilled, it develops a silky texture, ideal for martinis.

**VERMOUTH** – Store open vermouth in the fridge to keep it fresh for up to three months. If you still have vermouth in the fridge after three months, it is a sign that you don't make enough martinis.

**WET OR DRY?** – Less vermouth equals a drier martini, and the more vermouth you add, the wetter the martini. Don't be afraid of the vermouth though, it's the marriage between the gin and the vermouth that makes the martini so special.

**STIRRED NOT SHAKEN** – Stirring your martini maintains a silky texture between the vermouth and gin, ultimately yielding a smoother drink.

**A COUPLE DASHES OF BITTERS** – They add complexity to your martini. Ford recommends orange bitters but if there is a flavor you like, add it.

**GLASSES** – Keep your stemware chilled. Martinis should be served as chilled as humanly possible, so don't pour your chilled martini into a warm glass. Keep your cocktail glass in the freezer until serving.

For more ginspiration, visit [fordsgin.com](http://fordsgin.com)

**GARNISH** – Garnish your martini with a lemon twist, and serve olives on the side. The lemon oils from the twist floating on the surface of your martini add a brightness to the drink. Olives and juniper (gin's key ingredient) pair well together, however placing a warm olive into a cold martini isn't necessary and takes up valuable room in the glass.

**ICE** – Ice cubes that are more than one inch in size are good if you have them. Smaller ice dilutes too quickly, watering down your martini too much before it's chilled. Try not to use ice that has been sitting in your freezer for 17 years. It has freezer burn, and that flavor can affect your martini.

### MARTINI VARIATIONS

#### EXTRA DRY

2¾ parts Fords Gin  
¼ part Dry Vermouth

#### DRY

2½ parts Fords Gin  
½ part Dry Vermouth

#### WET

2 parts Fords Gin  
1 part Dry Vermouth

#### 50/50

1½ parts Fords Gin  
1½ parts Dry Vermouth



Wet or dry, olive or twist, mix your martini with the gin created with input from some of the best bartenders in the world. An abundance of delicate juniper combined with the aromatics of three types of citrus make Fords Gin great for mixing in martinis.

Distilled in London at Thames Distillers, Fords Gin is collaboration between 8th generation Master Distiller Charles Maxwell and Simon Ford of The 86 Company. A modern take on a classic London Dry Gin, Fords starts with a traditional base of juniper & coriander seed and is balanced by citrus, florals and spices that are steeped for 15 hours before being distilled. Each ingredient blends together to create the perfect base for any gin-inspired cocktail.

**FORDS GIN**  
THE COCKTAIL GIN