

SLOE GIN

Nº 02

WILD FRESH BLACKTHORN
LIMITED • RELEASE
Journeys in Gin
"LONDON MADE SLOE GIN LIQUEUR"



JOURNEYS IN GIN
SECOND OUTING

SLOE GIN

SLOE.

Sloe fruit, or 'drupes' as they are sometimes known, are a plum-like fruit found on blackthorn bushes (*Prunus Spinosa*). They are a species of flowering plant from the rose family, Rosacea, and can be found in Europe, Western Asia and Northwest Africa. Blackthorns are one of the most common shrubs in England, which creates a lot of foraging potential for their fruit in the hedgerows of the English countryside.

SLOE GIN.

Sloes have been steeped in gin and sugar to make a liqueur known as 'Sloe Gin' for three centuries, however this bittersweet combination didn't become a domestic staple in Britain until "Mrs. Beeton's Book of Household Management" was released in 1861. Isabella Mary Beeton was an English journalist, editor and writer whose debut book sold almost two million copies in 1868 alone. The book featured two recipes for Sloe Gin, along with various punches, cocktails, sours, cobbler and other fine tipples.

FORDS SLOE GIN.

Our recipe combines our classic nine botanical London Dry Gin with hand-picked sloe fruit from France and England. It is sweetened for balance and cut to an ABV of 29%.



THE
FORDS GIN CO.



LIVE FAST
DRINK SLOE

TASTING NOTES

NOSE.

Stewed plums, fig and rich dark raisin followed by dark cherry, juniper and hints of citrus fruit and even some dried apricot.

PALATE / MOUTHFEEL.

A mixture of tart dried fruits hit your palate immediately, then comes stewed prunes, golden raisins, dark raisins and dried fig. As the more volatile dried fruit flavours fade into the Juniper, dry grapefruit citrus and lemon burst onto the scene.

FINISH.

The finish is a combination of the citrus oils and the bitter fruit balanced with a honey-like sweetness before dryness sets back in and carries the flavours forward. The finish is long, rich and complex, jumping between bitterness and sweetness but ultimately harmonious before ending with a hint of spice, most notably clove.



TALK SLOE.

Find us on Instagram and Twitter @FordsGin

WWW.FORDSGIN.COM

#TheCocktailGin #JourneysInGin #FordsSloeGin

SERVING SUGGESTIONS & RECIPES

SLOE GIN

SERVE FORDS SLOE GIN NEAT as imported or over a few ice cubes if preferred. Drink as an accompaniment to a fine cheese plate, or in one of these classic Sloe Gin cocktails...

SLOE GIN FIZZ

- 1 part Fords Sloe Gin
- 1 part Fords London Dry Gin
- ¾ part fresh lemon juice
- ¼ part simple syrup

Method. – Shake ingredients with ice and strain.

Garnish. – Lemon wheel.

Background. – Adopted from J.A. Grohusko's 'Jack's Manual' from 1910. It is basically a Sloe Gin version of the Gin Fizz that first appeared in the 1887 reprint of Jerry Thomas's 'Bartenders Guide: How to Mix Drinks'.

CHARLIE CHAPLIN

- 1 part Fords Sloe Gin
- 1 part apricot brandy
- 1 part fresh lime juice

Method. – Shake ingredients with ice and strain into a cocktail coupe.

Garnish. – Lime twist.

Background. – Created during prohibition, this was the house cocktail of the world-famous Waldorf Astoria hotel. It was published in the Waldorf Astoria Cocktail Book, written by A.S. Crockett, in 1934.

DISTILLED & MADE IN LONDON

- The base spirit of Fords Sloe Gin is our London Dry Gin, distilled at London's Thames Distillers using nine carefully selected botanicals.

- We steep Sloe Fruit from England & France in high-proof Fords Gin for 12 weeks to extract the sloe flavour.

- No added colours or flavours.

- It is cut to an ABV of 29%. This is on the high side for a Sloe Gin and it lets more of the core Fords Gin flavour show in the taste.

- Fords Sloe Gin is made by the 10th Generation Master Distiller Charles Maxwell.

- Sloe fruit is naturally bitter so sugar is added (100g per liter) to balance the flavours of the Sloe Fruit which makes it a 'Sloe Gin Liqueur'.

SLOE GIN - FAST FACTS

SLOE ABV
29% ABV / 58 Proof.

SLOE SIZE
700ml.

SLOE BUDGET
RRP \$32.99*

SLOE CHART
Placement adjacent to
Fords London Dry Gin &
Officers' Reserve.

SLOE RISE
6pks / 88 cases per pallet.

EVEN SLOE
4 layers of 22 cases.

SLOE FREQUENCY
This is a limited
release bottling of two
thousand cases.

*((\$5 - \$7 premium to Fords London Dry Gin)

THE FORDS GIN CO. SLOE GIN, 29% ALC/VOL.
THE FORDS GIN CO., 850 DIXIE HIGHWAY,
LOUISVILLE, KY, 40210

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