

**GUJD**  
—gin—

*the Italian  
London Dry Gin*





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London Dry Gin*

**OUR WAY  
OF MAKING GIN**

**G**as a genuine dream that comes from a passion shared by the five of us, and that takes the enthusiasm and know-how of each of us and turns it into something truly authentic.

**U**as the unique choice to follow personally every single step of the process: from the design of the still to the precious recipe, from the distillation to the selection of the perfect bottle.

Our choice goes beyond the notion of craftsmanship and makes what we do part of us.

**D**as the ancient art of distillery in an alembic inspired by traditional 19th century English models; we have innovated existing technologies in order to guarantee the highest level of purity and a unique taste.



## BETWEEN PRESENT AND FUTURE

**GUD** is, above all, the product of **our passion**, our deep affection, but also of our love and understanding of Tuscany.

Our goal was to achieve a truly new product, **inspired by tradition but accomplished through an innovative approach:**

*«applying technology and innovation to a traditional process, thus producing a 100% Italian high quality gin, using certified, local and organic raw materials, each with a strong regional identity».*

## A CONTEMPORARY GIN

Our **long family history** of designing distillation equipment allows us to make our Gin in an alembic inspired by the 19th Century Bennett still.

We have revised the still by introducing innovative technologies - something that has **never been done before on a craft alembic** - in order to maintain the characteristics of the raw materials and **achieve the finest quality and highest level of purity** of the end product.





## FROM DESIGN TO CONSTRUCTION


**GUD** is a project that goes beyond the traditional boundaries of *Craft Spirits*:

we have chosen to **personally follow each and every step of the production.**

**Working with Green Engineering,**  
**we designed** our distillery around the Bennett still, built in solid copper and equipped with innovative technologies.

**FROM THE RECIPE  
TO THE PACKAGING**





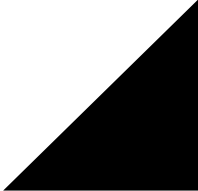
With our roots and tradition in mind, we have **fine-tuned the recipe of GUD** and carefully chosen the raw materials to be added to the Tuscan juniper berries in order to obtain GUD's unique and unforgettable taste.

**The most distinctive botanicals** (cedar, bergamot and the roses) are all **fresh** ingredients; they are cultivated and hand picked under our careful supervision, and later processed and preserved in a unique way to maintain their fragrances.

We directly follow the **production** under the supervision of designer and co-founder **Eugenio Macchia**.

Everything, **from the bottling to the final packaging**, is done on the same site and under our careful supervision.


This way we can guarantee **a product of the highest quality, 100% Italian**.



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**THE LONDON DRY GIN**

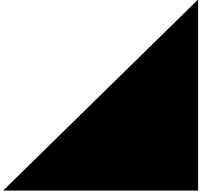


London Dry Gin is the **highest expression of gin** and its production is regulated by Community Guidelines that define the criteria, as well as by unwritten rules that are part of the **British tradition** that has made gin famous all over the world:

it must be produced **solely from neutral alcohol obtained with superior quality cereals**, with **vegetable and natural** raw materials, and must inevitably be distilled with all the botanicals **in traditional stills**.

With **GUD** we have not only **strictly** complied with all of the requirements but, to produce our gin, we adopt the **vapour infusion** technique.

Alcohol comes into contact with botanicals in the form of vapour, so as to extract the essence in the **most delicate and balanced way possible**.



## “ULTRAPREMIUM” QUALITY

We went even further and introduced an unprecedented **quality control and tracking system**, through **specific instrumental and organoleptic analyses** carried out on **each distillation batch**.

Hence our choice to collaborate with **research centre Crea**, to the point that we built our distillery right inside it, inside the suggestive historic building that houses it, in order to have a completely integrated process.

That's why GUD, the Italian London Dry, is our way of making Gin.

**A superior quality distillate.**





## THE DISTILLERY

To celebrate the deep bond with Tuscany, that has always provided one of the **best varieties of juniper**, we have situated our distillery in **Colle Val d'Elsa**, a charming town in the beautiful **province of Siena**.


The transformation of **GUD's** raw materials to distillate takes place in a historical building known as the **Palazzone**, built in the 19th century. It is in this building that **research centre Crea**, whose technologies played a crucial part in **achieving and ensuring GUD's incredible purity**, has its headquarters.

This is no coincidence:

as for **GUD**, our distillery also represents **the perfect synthesis of tradition and innovation**.

## THE TECHNOLOGY





For the first time ever, **innovative technologies** have been applied to a craft still, making it possible to **preserve the natural organoleptic properties** of our botanicals, bearing **a unique and genuine flavour**.

**TURBOSTILL TECHNOLOGY** allows us to obtain enormous thermal power with low vapour pressure and without significant temperature variation.

**VACCUUM DISTILLATION: GUD** is distilled at low pressure and low temperature. We work with a temperature that varies from  $-10^{\circ}\text{C}$  to  $+60^{\circ}\text{C}$ , whereas traditional distillation takes place at  $80-100^{\circ}\text{C}$ .

**NANOCOPPER TECHNOLOGY**, never before used in Italy and patented by Green Engineering, allows us to substantially reduce unwanted substances in **GUD** and guarantees the purity of which we are so proud.





## BLACK AND WHITE

Two colours clearly represent **GUD**'s DNA:

This is no casual choice. Our image, as well as the project behind GUD, is full of contradictions.

**Tradition and Innovation.**  
**Family and Business.**  
**Emotions and Design.**

The contrast between the opposite colors reigns in each element, as well as in the materials that integrate into an overall visual harmony, allowing us to fully appreciate the absolute purity of **GUD**.



## GUD NOTES

**GUD** is a gin characterized by the balance of olfactory and tactile worlds that explode into citrus, floral and undergrowth notes.

The addition of nuances of spices and earth - less predominant, but always noticeable - increase the complexity of its unique flavour. From the very first taste, whilst **GUD** strikes you as innovative due to this unique combination, the classic tradition that inspired the recipe is gradually perceived.

## THE CITRUS FRUITS

The first notes to be perceived are those of citrus, in particular **cedar** and **bergamot** from Calabria. The combination of these two fruits give GUD its fresh and decisive flavour and evoke in a unique way the mightiness of the Calabrian cliffs, where waves break on granite rocks and salt permeates the earth, leaving its imprint within the flavour of these fruits.

The more subtle notes of Ligurian **chinotto** soften the citrus component, granting **GUD** complexity and breadth, while the Sicilian **lemon** instils continuity and tradition within the flavour.





## THE FLOWERS

The floral scents of **roses** and **neroli** follow immediately after, skilfully blended: the perfect touch of harmony and femininity. The four roses used were selected with care to make different aromatic and chromatic contributions.

The notes of peach, romantica rose, almond and honey contribute to the **unmistakable aroma of our gin**. Their colours enrich its elegance.

## THE WOOD AND SPICES

And, at the very end, the fresh and balsamic notes, typical of the undergrowth, of **pepper grass, myrtle, walnut husk** and **azarole**, are released, accompanied by the woodiness of oak and angelica, thus giving our gin persistence and body, both olfactory and tactile. The **petit grain** harmonizes the perceptive transition from the citrus top notes to the woody base notes, enhancing the floral component.

**GUD** is a gin which, although not remarkably spicy, allows the most attentive palates to perceive notes of **cassia** and **sandalwood**, whilst offering a balance even in the case of the most instinctive and undemanding sampling. The undergrowth component, with its woody notes, gives depth and transforms **GUD** from a **surprising, innovative and easy-to-drink gin, to a more complex, balanced and traditional one.**





## THE JUNIPER

Throughout the tasting experience, the different olfactory worlds are accompanied by the leading note of **Tuscan juniper**, a particular variety found mainly in the woods on the hills between Siena and Montieri, that slope down to the sea.

All of the aromas of **GUD** are tied together by **the iris root**, a symbol of the continuity and elegance of our recipe, designed to make every detail unforgettable.

GUDGIN.IT





**#GINGUD**

## CONTACTS

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GIN IS ALWAYS A  
**GUJ**D  
IDEA!



**GUD**  
— gin —

*Produced and bottled  
in our state of the art craft distillery  
in Colle di Val d'Elsa (SIENA)  
Italy*

**gudgin.it**

*GE Distillery srl*

**50cl e 45% Vol.**

*Drink responsibly  
and enjoy our gin!*



**gudgin.it**