

## About Us – Parakeet Gin

Parakeet gin is the result of a shared passion for gin and Amsterdam. Alex and Andy have both lived in this wonderful city for more than 20 years and have settled down and built their lives here. This is the story of how Parakeet was inspired and created by its' two founders.

Parakeet gin can genuinely be identified as one of the happier results of the recent Covid lockdowns. As the beautifully sunny spring of 2020 moved towards the summer and the chance to meet friends in person arrived again, it was party planning time. As gin lovers, we were looking at how to serve a unique, great tasting gin for the party. In the spirit of making something new, we started out by making our first bathtub gin. Bathtub gin is an infusion method, similar to making cold tea – but using alcohol instead of water. We should stress here that we were aiming to make a more premium version of bathtub gin rather than using the lower quality ingredients that marked the original versions way back in 1930's prohibition times. The goal was to have a great tasting gin without the potentially dangerous side effects that bathtub gins were causing 100 years ago.

We retired to our gin laboratory in the cellars of Graaf Florisstraat in Amsterdam armed with vodka and botanicals. As often happens in life, the first recipe was not perfect. The second recipe was also not exactly what we were aiming for, but the tasting process was definitely at the enjoyable end of life experiences. The ongoing refinement of the final botanicals blend recipe meant that we had to taste several variants of the gin to reach our goal which was a vibrant yet smooth gin with a warm and complex flavor profile. When we finally achieved this we celebrated, naturally, by drinking our new gin.

As well as drinking our gin to celebrate, we shared it with friends as originally planned – this was the point of making our own gin in the first place. We had already fallen in love with the smooth nature and flavour profile of our gin, but it was great that our friends were also very positive about it. Our friends were so positive that after some discussions and deliberation, we decided that it would be fun to share our new gin with the rest of the world.

Bathtub gin is time consuming to make and the final product with our ingredients looks like brown tea. To make those beautiful crystal cocktails we needed to use distillation rather than infusion so that the liquid would be clear in the bottle with a consistently wonderful flavor and smoothness. Realising this meant that our next challenge was to distill the gin and achieve the same flavour / texture as our bathtub variant.

This meant working with a distiller to get us started as we had neither our own still nor sufficient knowledge of the process and its' finer points to be able to distil a gin with our selected botanicals to create the same flavour profile. Having created the gin in Amsterdam, we were keen to find a local distillery that could bring it to life. We finally selected The Stillery as having the best match in terms of capabilities and location – we would have a professional and genuine Amsterdam gin in every respect. The key challenge now was to fine tune the botanicals used in the distillation process to be able to deliver the final recipe that matched the amazing flavor profile of the bathtub version. We embraced this challenge

and eventually worked through 22 variants of the distilled gin before we reached the flavour match that we had been seeking. We celebrated again, naturally, by drinking our new distilled gin.

We took our brand inspiration from the cheeky green parakeets that can now be found flying in parks across Amsterdam, the rest of Netherlands and other European cities. Amsterdam has a long tradition of tolerance and acceptance and has long welcomed visitors and interesting new influences from around the world. We have both settled down in Amsterdam and it looks like the parakeets have done the same. Like our gin, the birds add a splash of color and life to their surroundings. The parakeets seem to be enjoying themselves and we hope that our gin will help you to do the same.

Looking at other gins in the market, there are a lot of London Dry Gins and then an assortment of other classifications. Looking at this variety, we felt that using the term 'Amsterdam Smooth Gin' as the description was the most appropriate as describes exactly what we have made. Our blend of botanicals provides a warm flavour profile with a smooth delivery and finish. Parakeet gin can be drunk by itself as a sipping gin, makes an amazing Gin & Tonic and makes a strong base for many cocktails.

Join us and Taste the smooth.....

Alex & Andy