

# NEW TWIST ON AN OLD CLASSIC

A new timeless classic, April 2014



Daniel McLaughlin, Mark Neal and Richard Bourke spent three years experimenting with juniper berries, orange garnishes and a 19th Century copper pot still to create Rogue Society Gin

There are 12 botanicals in the superb and brand new Rogue Society Gin, which was released in New Zealand this year. Its makers have spent the past three years experimenting with which botanicals and how many they could, should and would add to this new drink. Needless to say, they are not divulging their choice of ingredients - and I don't blame them. This is top shelf gin with a sensationally fresh je ne sais quoi when it comes to flavour. They are, however, extremely interested in talking about one of the biggest problems facing gin today: how to serve it. "So many drinks get destroyed by bad quality ice or not enough of it. Ice is your friend and lots of it," says McLaughlin, who recommends East Imperial and Quina Fina tonics with this top shelf new gin. And asked whether lime or lemon work best as a garnish, he suggests a twist of orange peel.

Buy from [moorewilsons.co.nz](http://moorewilsons.co.nz) or contact Rogue Society, details below.

## Gin and depression... the misconceptions

\* All alcohol is a depressant but not of our emotions or mood;

\* Alcohol depresses the central nervous system, which means it masks our sharpness and ability to respond swiftly;

\* Gin is no greater depressant of mood than any other type of alcohol;

\* If you find yourself depressed from drinking, it may be worth looking at the issues that are upsetting;

\* As Plato said, and it is obviously true, in vino verities; in wine there is truth - and it tends to come out when our sharpness has been a tad masked...

## Joelle's tasting note

First and foremost, a gin must be dry, have an aromatic intensity and a citrusy vibrancy. And that's what impresses me most in Rogue, which delivers all of these and an almost succulent, crispness on the palate. Rogue is entering a crowded marketplace of newcomers but taking gin to a higher level of freshness than any other that I have tasted in the past 6 months. Aside from its great looks, the taste is just so intensely fresh and classic that this gin is on a par with my absolute go-to top gins; Tanqueray, Sipsmith and No. 7 London Dry Gin.

This is a new timeless classic for me. I am sure that gin devotees will agree

## Where to get it

The Gin Merchants, email: [daniel@rsgin.com](mailto:daniel@rsgin.com)

Rogue Society Gin, RRP \$79.95

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