



As Seen In
Tasting Panel Magazine
January/February 2012



CATEGORY REPORT

It's Gin-uary!



GIN IS WINTER'S PERFECT ACCESSORY

by Jenny Adams

With the sights and sounds of winter upon us—carols tapering off to New Year's resolutions, and cold snow falling softly outside—gin becomes a frequent pour behind the bar as well as at home. While it's bouncy in summer fizzy concoctions, gin's real dexterity comes forward in January's punches and February's stiff, stirred cocktails. That desire for rich pine and juniper in a glass, for shakers filled with it, frosted and fortifying, pulls the thirsty to find new brands and also new ways to use the ones we've known forever.

"My prediction on gin sales for 2012 is steady, hearty growth," laughs Allen Katz, Director of Mixology & Spirits Education for Southern Wine & Spirits of New York. His mirth is thanks to the fact that he's adding the title of distiller to his name this coming year, launching two gins in 2012 out of Brooklyn, New York. Not only does he have high hopes for gin sales to trend upward, he's betting the farm on them and diving in the game. "From a personal perspective, I predict a continued emergence of new brands and careful consideration of emerging styles both classic and contemporary," he offers.

It's not a hard-to-believe statement if you consider the hard work in both shakers and behind the bar, hosting informative seminars, and a who's who of parties worldwide, gin's got the industry

BOTANICAL BOUNTY

Built for cocktails, these brands helped a younger generation return to gin.

"...smooth, creamy and complex... exudes not only flavor but loads of class"



Citadelle Gin

This smooth, creamy and complex entry from Cognac, France—the only gin distilled in a Charentais still—showcases assertive juniper flavors with eighteen other

spices, with complexity and heat on the finish. The name harkens back to an 18th-century genièvre produced on the northern French coast for export to England. This one exudes not only flavor but loads of class.

SPP: 525; Supplier: COGNAC FERBIAND