

# Enotria & Coe

*wish list*



## Cotswolds

Christmas 2020





## Grapefruit, lavender, black pepper

### Dry Gin

code	vintage	abv	list price
B854	NV	46%	<del>£29.19</del> £28.19

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## Cotswolds

Cotswolds Distillery was built by ambitious American Daniel Szor, who decided to open a distillery due to a deep-rooted passion for Whisky. Before long, though, he realised just how much he enjoyed experimenting with Gin flavours...

Based in one of the most scenic areas in Britain, Cotswolds Distillery is something of a hub for tourists. We'd go so far as to say they pioneered the big trend for distillery tours, with their offering a wealth of knowledge and samples.

**Deal:** **Gin** £1.00 off your bottle price  
**Whisky** Buy 2 bottles of Cotswolds Single Malt, get 1 case of Sekforde Whisky mixer free



## Marmalade, apricot, treacle

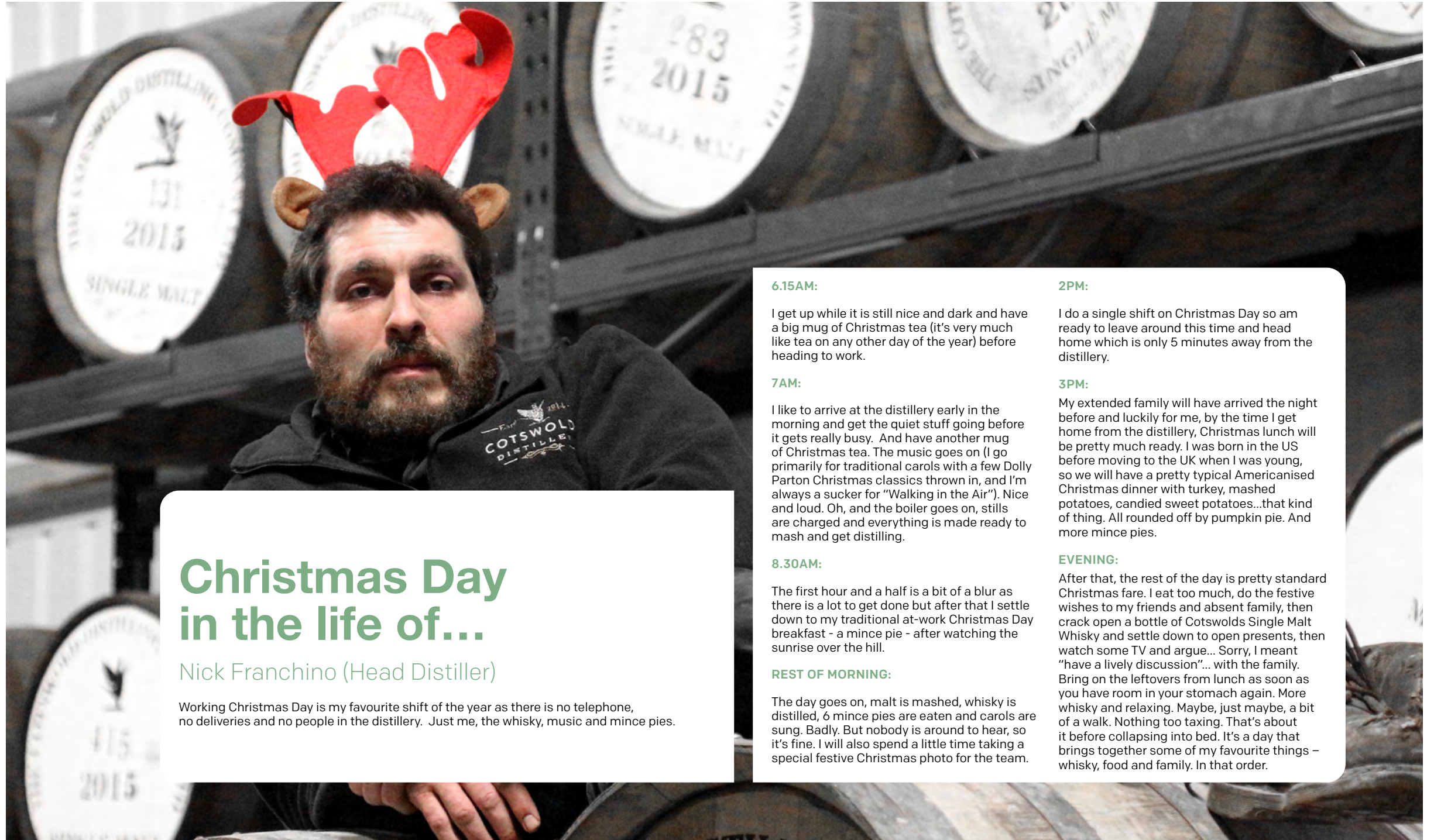
### Single Malt Whisky

Cotswolds/Sekforde deal code: J489

**Deal price:** £76.70

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## Christmas Day in the life of...

Nick Franchino (Head Distiller)

Working Christmas Day is my favourite shift of the year as there is no telephone, no deliveries and no people in the distillery. Just me, the whisky, music and mince pies.

### 6.15AM:

I get up while it is still nice and dark and have a big mug of Christmas tea (it's very much like tea on any other day of the year) before heading to work.

### 7AM:

I like to arrive at the distillery early in the morning and get the quiet stuff going before it gets really busy. And have another mug of Christmas tea. The music goes on (I go primarily for traditional carols with a few Dolly Parton Christmas classics thrown in, and I'm always a sucker for "Walking in the Air"). Nice and loud. Oh, and the boiler goes on, stills are charged and everything is made ready to mash and get distilling.

### 8.30AM:

The first hour and a half is a bit of a blur as there is a lot to get done but after that I settle down to my traditional at-work Christmas Day breakfast - a mince pie - after watching the sunrise over the hill.

### REST OF MORNING:

The day goes on, malt is mashed, whisky is distilled, 6 mince pies are eaten and carols are sung. Badly. But nobody is around to hear, so it's fine. I will also spend a little time taking a special festive Christmas photo for the team.

### 2PM:

I do a single shift on Christmas Day so am ready to leave around this time and head home which is only 5 minutes away from the distillery.

### 3PM:

My extended family will have arrived the night before and luckily for me, by the time I get home from the distillery, Christmas lunch will be pretty much ready. I was born in the US before moving to the UK when I was young, so we will have a pretty typical Americanised Christmas dinner with turkey, mashed potatoes, candied sweet potatoes...that kind of thing. All rounded off by pumpkin pie. And more mince pies.

### EVENING:

After that, the rest of the day is pretty standard Christmas fare. I eat too much, do the festive wishes to my friends and absent family, then crack open a bottle of Cotswolds Single Malt Whisky and settle down to open presents, then watch some TV and argue... Sorry, I meant "have a lively discussion"... with the family. Bring on the leftovers from lunch as soon as you have room in your stomach again. More whisky and relaxing. Maybe, just maybe, a bit of a walk. Nothing too taxing. That's about it before collapsing into bed. It's a day that brings together some of my favourite things - whisky, food and family. In that order.





## Grand Carousel

The Grand Carousel has a robust botanical flavour, riffing on the evergreen Negroni. It has a complex, earthy bitterness, that lovers of the Negroni will immediately identify with.

The fresh fruit garnish and twist of Amaro gives this a fruity sweetness that is particularly appealing with all the dried fruits packed into traditional Christmas fare.

This easily also has the structure to stand up to some festive game served with orange or cranberries.

- 25ml Cotswolds Distillery Dry Gin
- 25ml Campari
- 25ml Semi-sweet Vermouth
- 15ml Amaro

Fill a cocktail jar with ice, and add all the ingredients.

Stir and strain into a chilled coupe glass.

Garnish with a slice of fresh orange and a cherry.



## The Greatest Gift

A festive sour cocktail that marries herbal complexity and berry sweetness.

The two worlds meet for a magical treat; how appropriate for this time of year!



- 45ml Cotswolds Distillery Single Malt Whisky
- bar spoon of honey
- 25ml Amaro
- 45ml cranberry juice
- 15ml freshly squeezed lemon juice
- 1 egg white (or 15ml aquafaba)

Pour the honey into the whiskey, and stir to dissolve thoroughly.

Add all the ingredients to a cocktail shaker and dry shake.

Add ice and shake again.

Fill a rocks glass with ice, and strain the liquid over.

Garnish with a slice of dehydrated orange.





## What can Cotswold's Whisky add to your Christmas offering?

**Scotch has earned its right to be revered. The industry has protected and enforced quality control in a way that has proved successful at driving overall quality standards up. While strict controls have done much to help the category, they've also come at a cost too, it has stifled innovation and it perceived stuffiness has alienated many potential new drinkers.**

New distilleries popping up across the world, especially those in England, Ireland and Australia have a much freer reign to forge a new path for whisk(e)y and today, we are starting to see the fruits of their labour. Unusual fermentations, distillations, cask choices, finishes and more, there's been pioneering experiment after another - much of which has been turning the heads of even the most traditional evangelists.

Almost in perfect symmetry to this, a new generation of drinkers have engaged with the craft distilling movement on different terms. Locality sways the inherent appeal while visitor centres are bustling. Distilleries are discovered via the means of their Gin, with whiskies being talked about in non-judgemental ways and accessibility to the teams (in person, at events or via social media) is the norm.

Cotswolds Single Malt is ideal to add to your Christmas offering as it embodies all of the above. Not only that, it's garnered the respect from pundits and commentators alike and the advocacy of thousands of fans who feel they've been a part of the distillery's journey. With such close contact to the end drinker they've cleverly fine-tuned their on-self aesthetic to something with proven track record.

Gold star's and 'sell-through' aside, their innovative use of red-wine barrels doesn't just make for a tasty easy to sell whisky, it also means it pairs really well with cheese boards and other gastronomic combinations.





## What can Cotswold's Gin add to your Christmas offering?

**Gin is still ruling the roost when it comes to spirits and while its omnipresent power was fading, it seems that Covid has ignited a renewed passion for it.**

In the OFF Trade, the Total volume for unflavoured gin over in the 12 months to June 2020 equated to around 45 million bottles sold (worth £673 million), with modest gains of 3% by volume and value. Modest gains may sound small, but in a year where so many are in freefall, this alone is an impressive feat.

Look more closely however, and the 12 week figures to June show 22% volume growth on last year – showing the clear favourite when it came to what consumers were stocking up on when on lockdown. Even more eyebrow raising, is that the new percentage increase is measured against a moment where growth in the gin category was at its strongest around 12 months ago.

The category's importance to the trade was also emphatically demonstrated once the U.K reopened where it has proven to be the most popular spirit since re-opening, with 32% of all spirits sales in on-trade accounted for by gin. If there was Gin fatigue setting in, that's no longer true.

So, why Cotswold's Gin? Put simply it comes down to flavour. Cotswolds defines itself as a cloudy gin. It louches as soon as it's served with tonic or stirred down with ice. The reason for this is that they load the still so much botanical intensity, the amount of essential oils they capture is huge. Lots of citrus and floral oils equal lots of flavour and at this time of year, having generous, bold offerings really adds options for cocktail menus and distinct mixer and garnish pairings.



## **Terms & Conditions:**

### **EXISTING CUSTOMERS**

Please note the advertised Christmas promotional pricing support has already been applied to all customers' existing pricing. Existing customers will automatically benefit from this pricing support on top of any pre-agreed pricing.

### **NEW CUSTOMERS**

If you wish to purchase these products for the first time, please contact your E&C Account Manager to activate the promotional pricing.

### **LIMITED AVAILABILITY:**

Christmas 2020 pricing support is available on orders placed between 2nd November and 31st December 2020 inclusive.

### **RETURNS POLICY:**

These promotions are not available on a sale or return basis.