



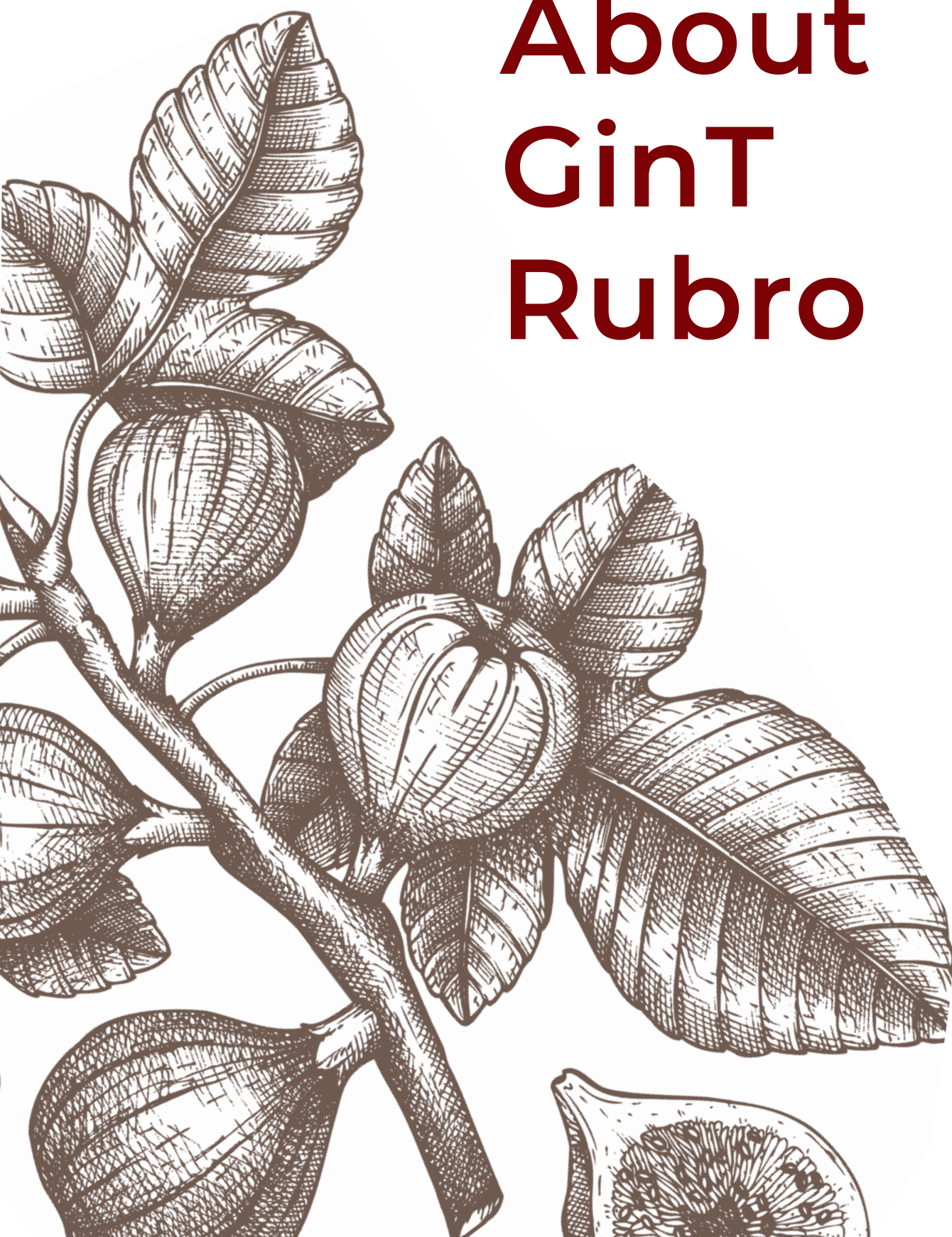
**BE BOLD,
GO STRONG!**

Gint

7

About GinT Rubro

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GinT Rubro emerges from a great *passion* for Gin, from the yearn for something distinctive, made to be appreciated by those who love drinking gin in its multiple forms. We wanted to create something that would become a reason to gather together friends and family, or simply be the perfect companion for a moment alone.

We have created a genuine Portuguese Gin, just like us, genuinely **Portuguese!** The aromas and flavours of GinT Rubro go back to our origins. Our intent is that when tasting **GinT Rubro**, precious *moments become eternal* and a *feeling of completeness and wellbeing* are engraved by our senses.

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Consumer

Consumer Profile

The ***GinT Rubro consumer*** is an educated Gin drinker. He/she is able to identify and value the most important attributes when selecting his gin. He/she is also the curious drinker who is looking for something genuine, distinctive and original.

Ages between 25 and 55 years old from high/middle class prone to the experimenting and consumption of gin.



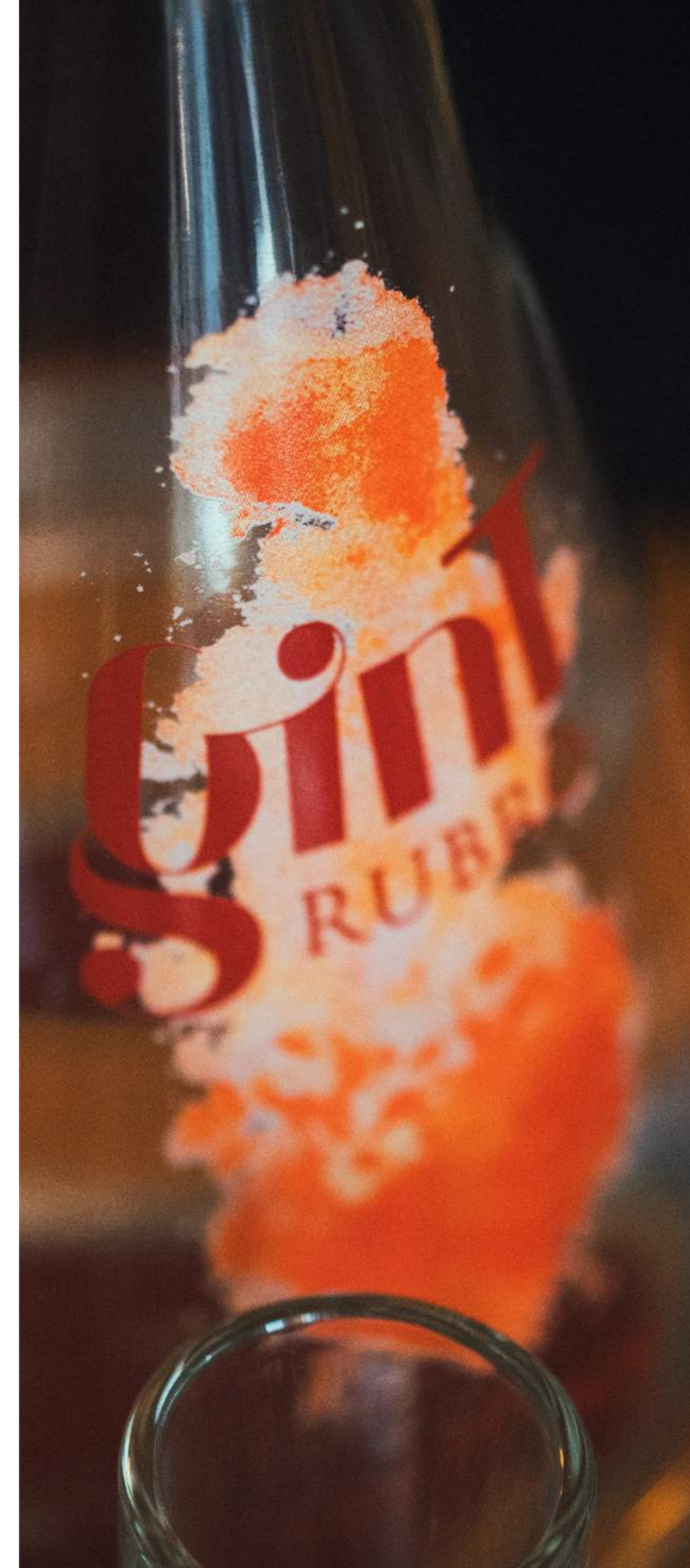
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Positioning

Branding

GinT Rubro wishes to deliver a ***unique experience***. When drinking GinT Rubro we want the drinker to feel the ***robustness*** of Over Proof, its 58% ABV, the clear juniper presence and the distinctive spices and fig tree bark that make it ***exclusive***.

GinT Rubro is perfect for high end locales where the gin can be enjoyed in a relaxed environment. Places where the gin is prepared in the most professional way.



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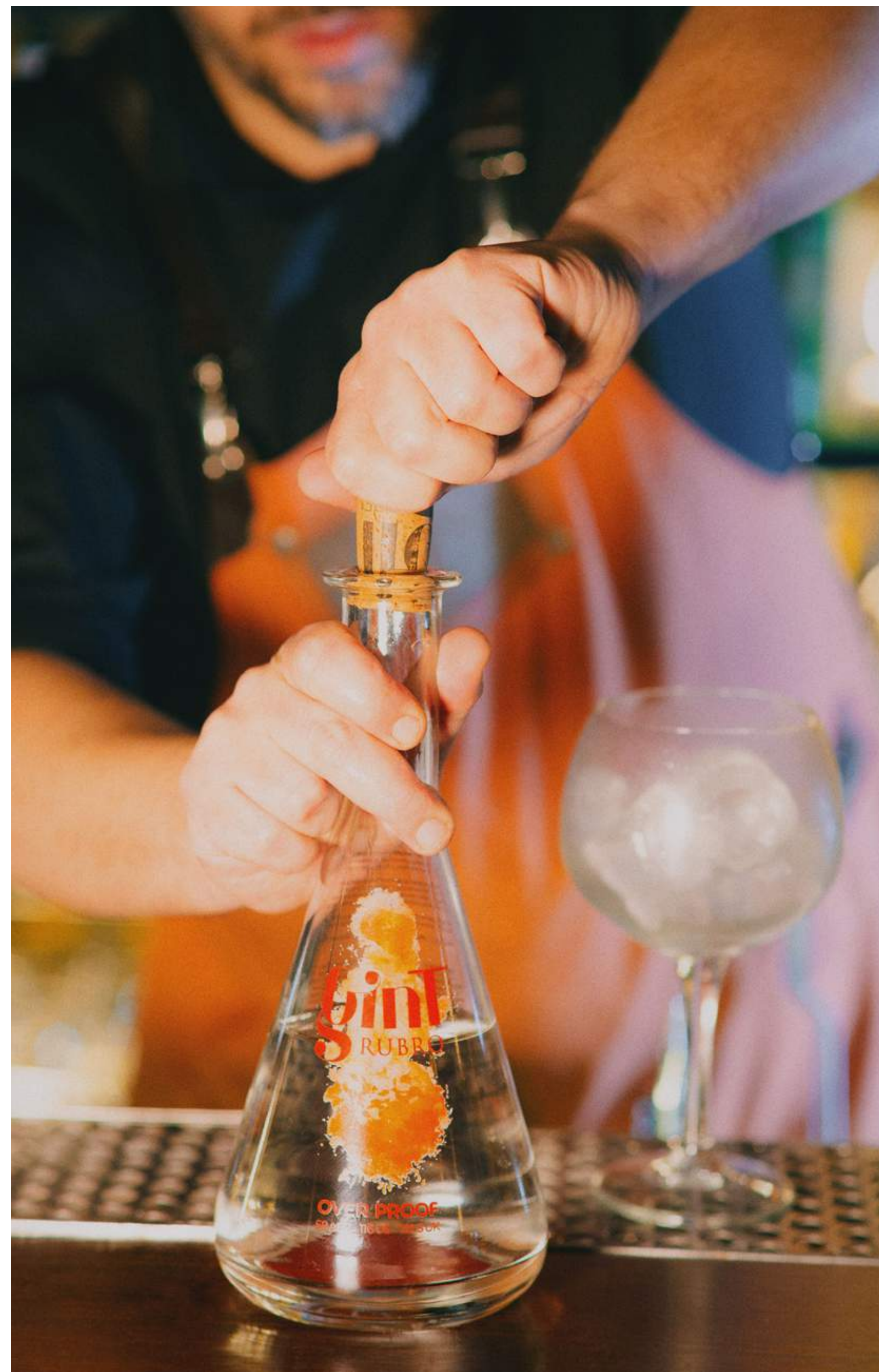
Over proof

Over Proof

The Strongest Portuguese Gin

This is one of GinT Rubro's uniqueness.
An Over Proof gin with 58% ABV – The Strongest Portuguese Gin.

This 58% ABV open up a universe of **cocktails** and other possibilities beyond the fantastic G&T's it makes!



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GinT Rubro

The Brand

GinT: Combination of “Gin” with the letter – “T”, the first letter of its creator’s name – Tiago.

Rubro: from the latin ru·bru – hot red, color of blood, color of fire.

Rubro is the perfect word to describe GinT gin – **bold** in its 58% ABV, **strong** but comforting in its Portuguese aromas and flavours.



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The Still

The Still

GinT Rubro is produced in a traditional 100% copper still handcrafted in Portugal. Each still is unique due to the manual craftsmanship.

The still has a water jacket to deliver an even distribution of heat and control over temperature.

The ***“English style” still head*** was specifically chosen due to its flat top and large surface. These characteristics allow for a more natural reflux. Finally, a traditional swan neck with a strong tilt.

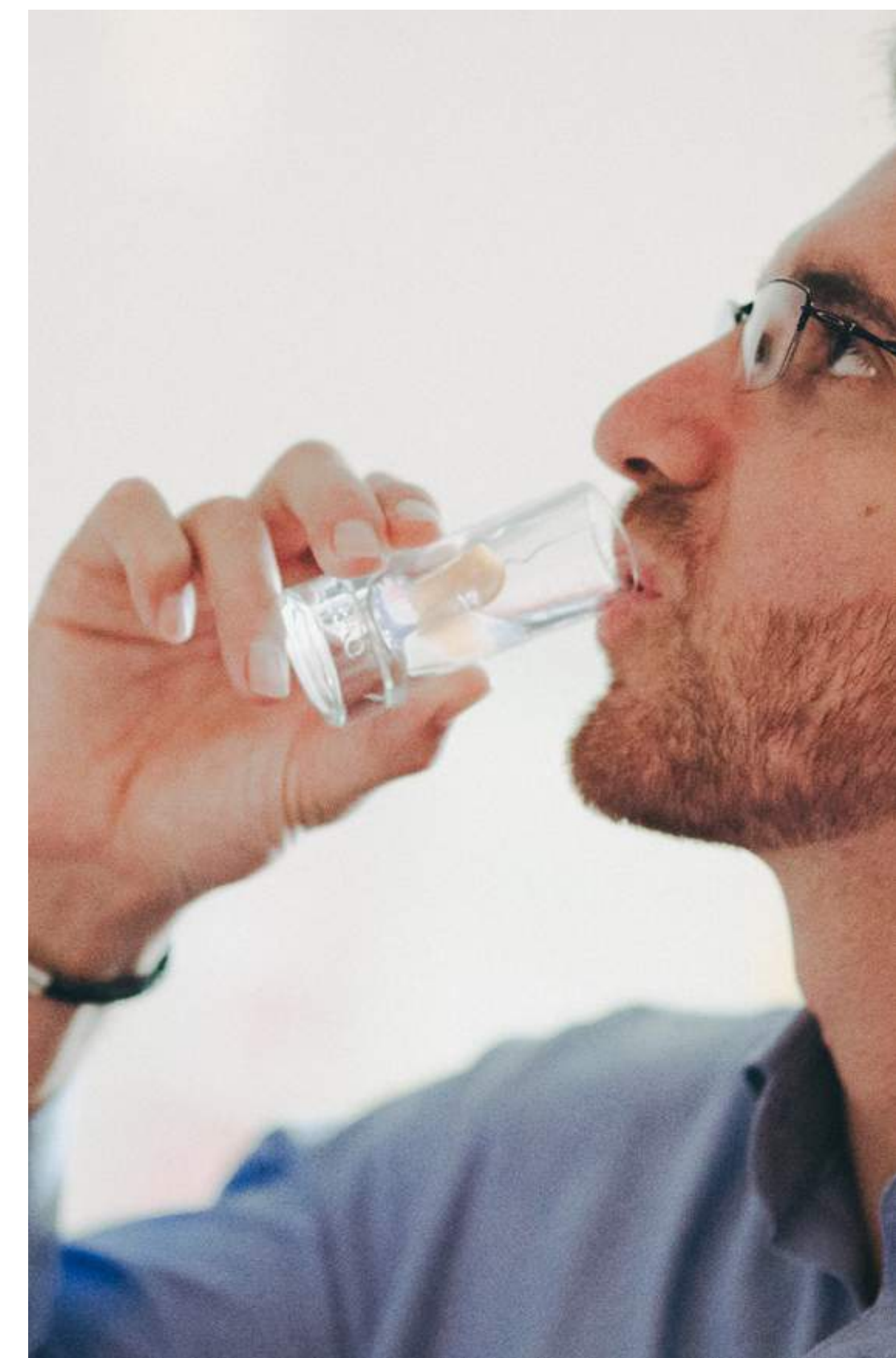
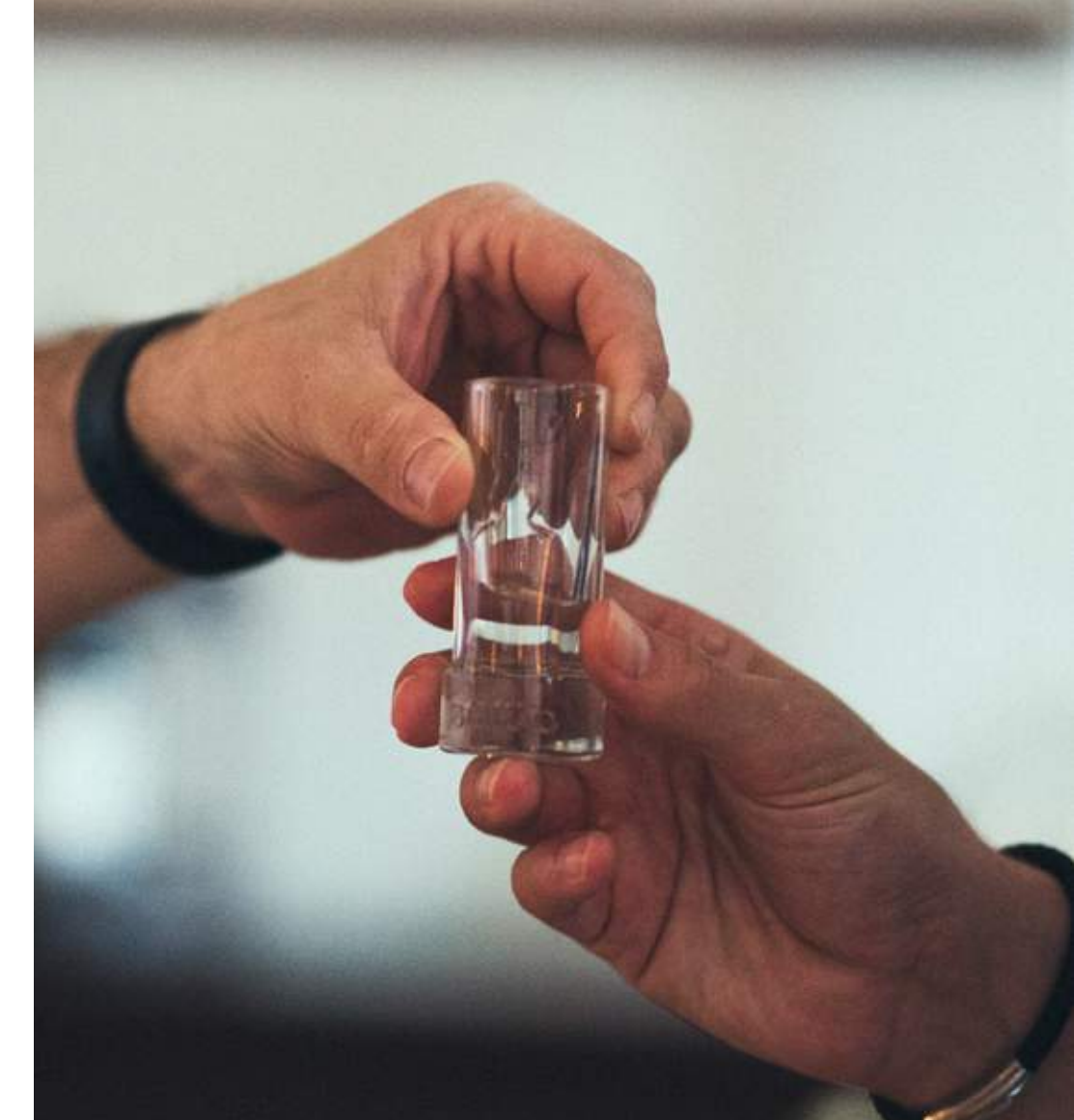


7 *London Dry*

Made in Portugal – London Dry Gin

GinT Rubro is a One-Shot **London Dry Gin**. We believe that the LDG method is ***the most authentic way*** to deliver a great gin. All botanicals must be steeped and distilled together and only once!

After distillation, no other addition can be made – no colouring, no flavouring or any other additives of any sort – only water or alcohol of the same nature as the one it was distilled from. All the flavour and aroma must come from blending of the botanicals during the distillation process – it is necessary to find the perfect balance of the recipe: steeping; temperature; heads, hearts and feints; timing... and simultaneously comply with the London Dry Gin demands. This way each batch will be delivered with its unique profile but unmistakably GinT Rubro.



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Ingredients

Alcohol

One of the key ingredients in making gin *is the ethanol* used.

GinT Rubro uses NGS – Neutral Grain Spirit. This apparently insignificant detail is fundamental to obtain the desired end result. Ethanol – at 96% ABV – may be obtained from several ***agricultural origins*** – beetroot, potatoes, grapes, cereal, etc. Nevertheless, even though the ethanol has been distilled to high level of purity, it will still reveal its origins when diluted.

NGS allows for a more neutral spirit allowing for the infused botanicals to transpose their aromas and flavours more faithfully and closest to the original. NGS also portrays a softer and mellower mouth filling sensation making the 58% ABV of GinT Rubro ***pleasant, enjoyable and lasting***.



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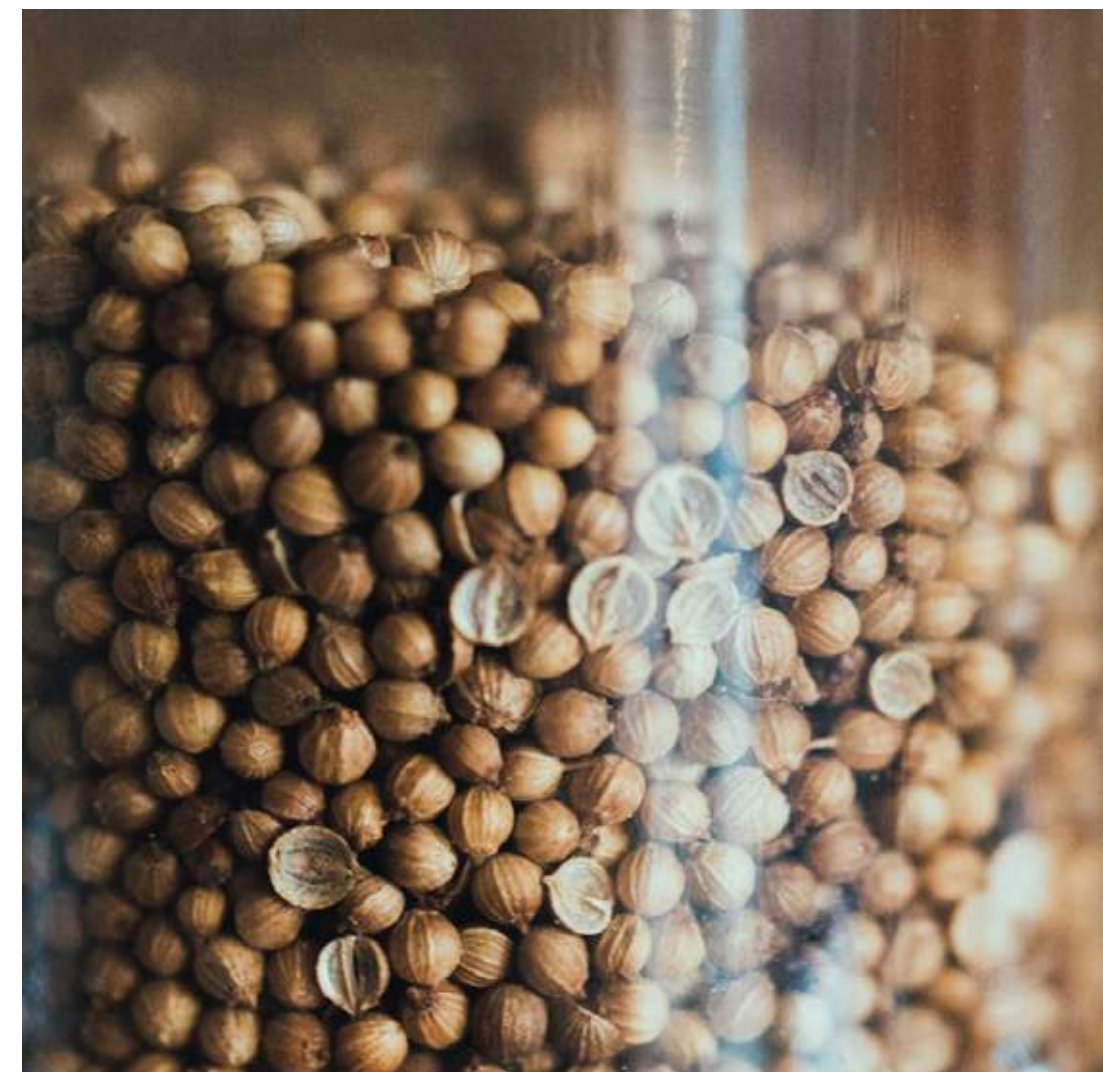
Ingredients

Botanicals

Juniper, Coriander Seed, Angélica Root, Cassia, Elderflower and Sweet Orange Peel are, for us, the base for a perfect and balanced gin.

The steeping and distillation of these botanicals will bring out the distinctive aromas of a London Dry Gin. These are the molecules that will carry through all the other botanicals.

Nutmeg and **Clove** are two widely used spices in the Portuguese cuisine and represent the time when the Portuguese fearlessly adventured into the unknow seas, roaming towards Africa and India and fighting the tides and sea monsters. The times of dreams and adventure, an era that defined the Portuguese soul.



The Special Ingredient

Fig Tree Bark – the last and most special ingredient of this gin. We harvest the Fig tree bark ourselves during spring and summer. GinT Rubro's soul and identity comes from this botanical, a metaphor of the memories which will never disappear.

Scent and **smell** are the strongest triggers of memories, they will transport us to that precise moment in time and place which we don't want to forget. Like the childhood moments of our distiller's childhood when he played under a fig tree in the hot summer of northern Portugal.

This is what we want our fans to take with them, a special scent and taste of a special moment that will be revived whenever they drink GinT Rubro again – ***Drink to remember, not to Forget!***



The Bottle

The bottle was chosen due to its ***audacity of form, different from any other.***

The bottle is the “***Be Bold***” of our moto “***Be Bold, Go Strong!***” – it represents the audacity and courage of GinT Rubro.

The bottle has to be special because it is not only where we keep our spirit but it also materializes all the efforts and dedication we have put into GinT – one of our life goals.



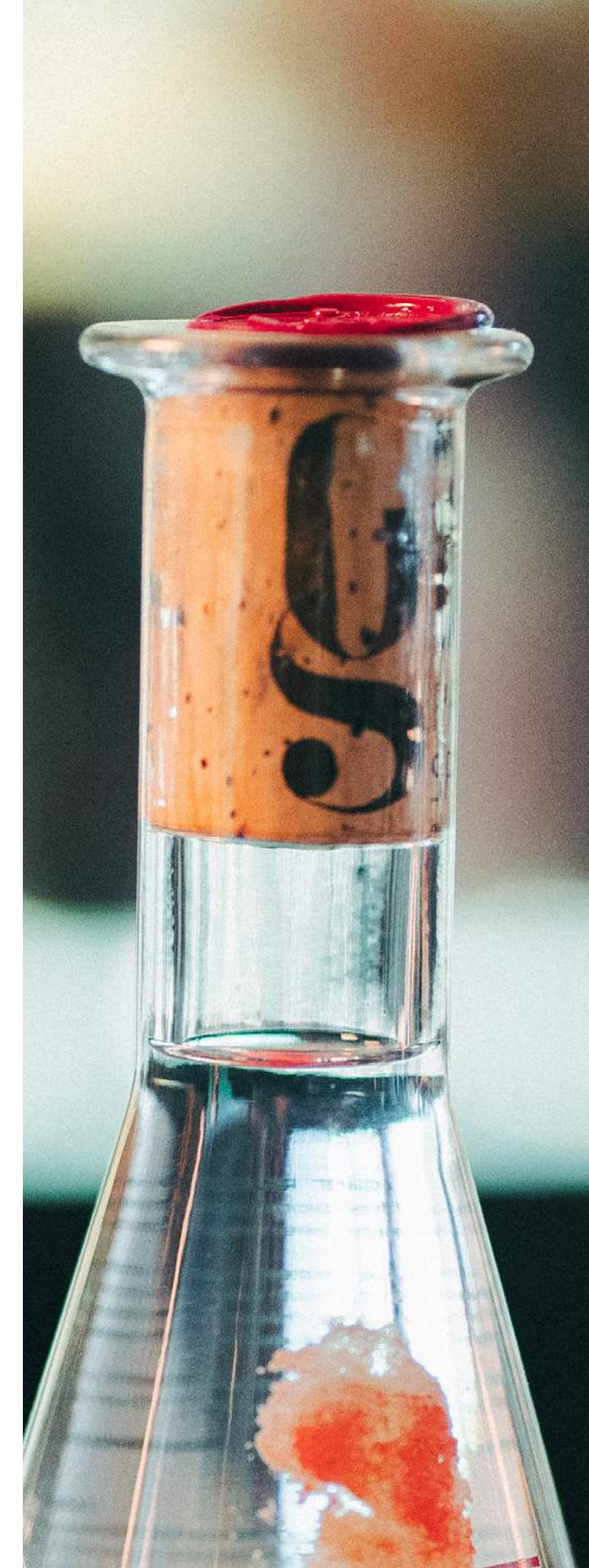
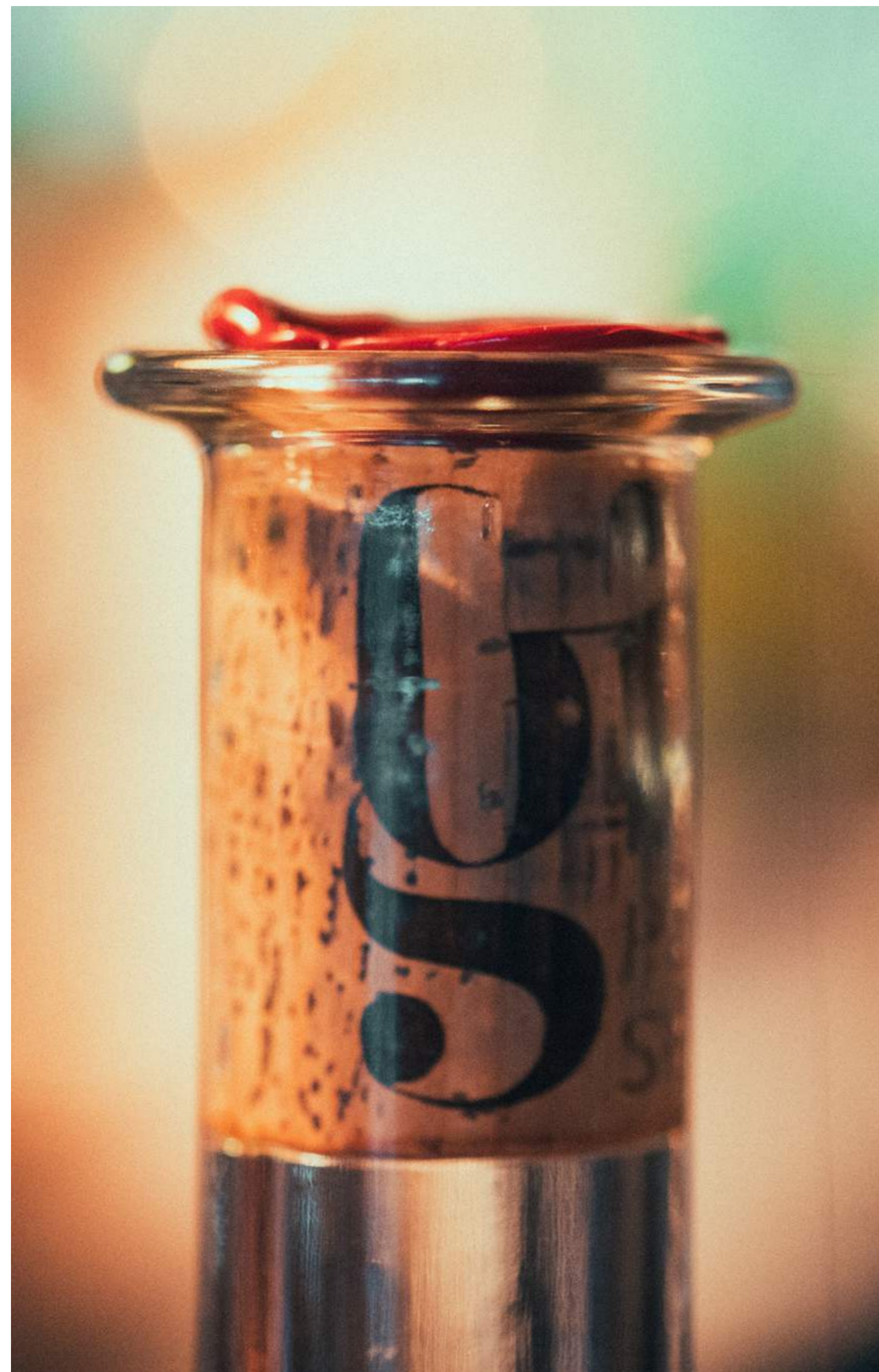
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Cork Cap

Cork Cap

The **cork cap** is made of Portuguese natural cork, an icon of our nationality. The cork has been **specially developed** to fit our bottle and withstand the 58% ABV without ruining the spirit and also use to recap the gin after opening.

Its 30mm in diameter and 45mm in height allows for clean uncorking without passing through.



The Seal

The **wax seal** has been used for centuries to protect the best kept secrets. It's a symbol of **refinement**, used to seal important messages meant only for its intended reader.

The seal protects the cork from dust and acts as a warranty. It ensures that the bottle has not been tampered from the moment it leaves the distillery until it reaches the end consumer.



Positive Luxury

Positive Luxury's mission is to inspire people to buy better and influence brands to do better. Butterfly Mark identifies luxury brands committed to **sustainability**, helping consumers to buy with confidence. That's why we received the Positive Luxury accreditation that **awarded** us as a brand with a positive impact on people and the planet, due to the use of environmentally sustainable materials and innovation.



GinT Rubro has been awarded the Butterfly Mark, powered by Positive Luxury, in recognition for our excellence in sustainability.



International Events

Junipalooza London 2018 – 9 and 10 of June

London, world capital of gin, was where GinT Rubro was first presented to the world – **Junipalooza London 2018 – “Meet the Maker”**. Along side more than 100 different gins.

At the Newcomers Zone, one of the busiest areas of Junipalooza, GinT Rubro was tasted and approved by more than 3000 gin lovers. Junipalooza organization included GinT Rubro in their Curator’s Pick selection and online shop.

www.junipalooza.com / www.ginfoundry.com

www.ginkiosk.com – bit.ly/2P3Op0h



Porto

National Presentation of GinT Rubro – 30 of June

Ovelooking the river Douro, we presented GinT Rubro to its hometown – **PORTO**.

At Rota do Gin, a beautiful gin bar, we invited family, friends, and fans to celebrate GinT Rubro and to learn about its story. People had the opportunity to go with us on this Gin Journey.



International Events

Junipalooza Hamburg 2018 – 21 and 22 of September

*This time in **Hamburg**, history repeats itself. On this Hamburg edition of Junipalooza we confirmed the **acceptance** and **quality** of GinT Rubro. Gin fans have once again shown and expressed that our gin is one of a kind!*

