

## Award-Winning Elephant Strength Gin

Elephant Gin extended its portfolio with its Elephant Strength Gin (57% ABV) - a variation on the award-winning Elephant London Dry Gin which is stronger and mightier than the original, amplifying the aroma and fragrance of the unique mixture of 14 botanicals, yet retaining the same smooth and balanced character that London Dry has become celebrated for.



Handcrafted in Germany, the Elephant Strength Gin is distilled in an Arnold Holstein copper still and produced in small batch sizes of 600 bottles to ensure the highest quality standards. Whilst the Elephant London Dry Gin and Elephant Strength Gin share the same fourteen botanicals, including rare African ingredients, the latter uses twice the quantity of botanicals and has an ABV of 57%. The botanical focus is also specifically centred around juniper, orange peel, mountain pine and African buchu, with its blackcurrant-like flavour profile. The result is a more powerful nose and taste - without losing the silky-smooth character that the Elephant London Dry Gin has become celebrated for.

The taste offers an initial intense blast of fresh aroma and a natural sweetness, complemented by a full-bodied botanical backbone and perfectly balanced juniper finish; superb in cocktails, the gin is equally perfect for recreating the African bush Sundowner experience and for bold adventures across urban plains.

As is always the case with Elephant Gin, no detail has been overlooked, with the elegantly designed bottles of Elephant Strength carrying the names of the so-called Magnificent Seven: the strongest and most impressive elephants known to Kruger National Park, South Africa – these precious bull elephants all bore tusks weighing more than 50kg each. Kambaku, João, Dzombo, Mafunyane, Ndlulamithi, Shawu, Shingwedzi have all sadly died, but Elephant Gin wants these legends to live on by naming the batches of Elephant Strength after them, telling their tale in commemoration.

The origins of navy strength gin date back to the 18<sup>th</sup> century, when gin was so popular in the United Kingdom that the Royal Navy ruled that a minimum quantity of gin must be carried aboard every ship that

toured the globe. The navy also had a functional use for their favourite tippie - invented by a naval doctor, a Gimlet was said to prevent scurvy, and the classic Gin & Tonic was also conceived on board, with the quinine in tonic warding off malaria. With gin production at its peak, officers in the Royal Navy began to suspect greedy merchants and distillers watering down the gin supplied. As they were housing all of their gin barrels below deck, they soon realised that if gin spilled onto gunpowder and it failed to light, it was diluted. If it ignited, they were assured that they had gin of at least 57% ABV – this gunpowder proof gin became what we know as navy strength gin!

Each of Elephant Gin's bottles is custom-made, adorned with hand-written labels, evocative maps of the African continent, and an embossed crest. The bottles are sealed with natural cork. The Elephant Strength Gin bottle takes inspiration from the gin's naval origins, with navy blue accents and an inviting map of the ocean, conjuring far-flung exploration and the spirit of adventure at the heart of the brand. Instead of the hemp string that ties around the neck of Elephant London Dry bottles, Elephant Strength Gin again nods to its nautical origins with a rope-like string and a charming miniature anchor hanging from it.

**Elephant Strength Gin has been honoured over the past few years with notable awards for its quality and taste**





## About Elephant Gin

The founders were inspired to create Elephant Gin following their own adventures in Africa. In 2013, they developed the award-winning Elephant London Dry Gin (45%) that uses rare African botanicals and focuses on resolutely artisan production methods. Later on, the company complemented its portfolio with an aromatic Elephant Sloe Gin (35%) and, then, introduced a full-bodied Elephant Strength Gin (57%).

The company strives to set an example of new entrepreneurial ways in which economic success, sustainability and social responsibility run alongside each other. With a strong belief that this generation has a responsibility to support the African wildlife today so others can continue to enjoy it in the future, the company proudly contributes 15% of bottle profits to partner foundations that are devoted to the conservation of the African elephant. Through product sales as well as fundraising events, the company has donated over € 500,000 to various anti-poaching activities and educational projects.

## Elephant Conservation Efforts

Every year more than 35,000 elephants are shamelessly killed because of uncontrolled ivory poaching; that is one every 15 minutes. The company has made it a priority to contribute to the conservation and protection of these magnificent animals.

### **Elephant Gin donates 15% of its profits to three inspirational African elephant projects:**

**Big Life Foundation** is an anti-poaching organisation, which protects two million acres of wilderness in the Amboseli-Tsavo ecosystem of East Africa. Elephant Gin's contributions funds 45 rangers' salaries, rations & equipment (e.g. tents, rucksacks, sleeping bags).

Elephant Gin and Space for Elephants founded "**The Wildlife Spirit**" - an education center located in the South African Lebombo Mountains, that focuses on teaching local youth and adults about wildlife conservation and gives visitors the opportunity to learn about elephants and their importance to the ecosystem.

The **Sheldrick Wildlife Trust** is known as the most successful orphan-elephant rescue and rehabilitation program in the world. Its elephant orphanage near Nairobi nurtures orphaned elephants who have been found in the wild - often either left behind when their mother dies due to poaching or other human intervention. Each baby elephant has the support of a dedicated team to nurse them back to strength and to rear them in such a way that they can return to the wild when grown. 15% of the profits from the miniature bottles goes to the Sheldrick Trust to support these initiatives.



**More information**

[www.elephant-gin.com](http://www.elephant-gin.com)

[www.facebook.com/ElephantGin](https://www.facebook.com/ElephantGin)

[www.instagram.com/elephantgin/](https://www.instagram.com/elephantgin/)

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**Partner Foundations**

Big Life Foundation: [www.biglife.org](http://www.biglife.org)

The Wildlife Spirit [www.thewildlifespirit.com](http://www.thewildlifespirit.com)

Sheldrick Wildlife Trust: [www.sheldrickwildlifetrust.org](http://www.sheldrickwildlifetrust.org)