

Elephant Gin's Award-Winning Small Batch Sloe Gin

Elephant Gin has been releasing a strictly limited small batch edition of its handcrafted Elephant Sloe Gin. Combining the taste of the award-winning Elephant London Dry Gin with the classic flavour of fresh sloes, these wild berries add a richly rounded, lightly sweet and exquisitely fruity bouquet as well as a typical warm red colour. Compared to other sloe gins, Elephant Sloe Gin has a relatively low sugar content, paired with a higher alcohol volume of 35 percent. This makes it ideally suited to mixing in cocktails as well as enjoying neat. All Elephant Sloe Gin bottles are adorned with beautiful traditional beads handmade by three Maasai tribe members from Kenya.



Since the creation of its London Dry Gin, Elephant Gin has been focusing on resolutely artisan production methods and ensuring that only highest quality ingredients are used. The same applies for the Elephant Sloe Gin, which contains exclusively fresh wild sloes. These succulent berries are harvested ripe, just after the first frost, for the fullest flavour. The fruit is picked by hand and carefully selected - only the best berries are kept for the sloe gin production. The skin of the fruits is then cut before the berries are left to macerate in Elephant London Dry Gin for several months. The result is a red-tinted spirit that unfolds a richly rounded, lightly sweet and exquisitely fruity bouquet. A deliberately discreet addition of sugar triggers a perfect balance between tart and sweet notes – without the need for additional artificial flavours.

Just as with their handcrafted Elephant London Dry Gin, the company takes an entirely artisan approach to create their sloe gin. Through constant testing and tasting, the distiller awaits the right moment to determine when to stop the maceration of the sloes in the gin. This closely monitored process ensures that the sloe gin has come to full fruition and achieve the perfect roundness of flavours.

Strictly speaking, a sloe gin is not a spirit, but a liqueur made from gin and sloes. While both sloe and classic gin have the word “gin” in common, the colour, taste, alcohol volume, sugar content and production methods are quite different. In fact, this sloe liqueur is sweeter and has a lower alcohol content. Its typical ingredient is the fruit of the European wild blackthorn, the sloe berry that belongs to the family of plums. These dark blue berries have a tart and relatively bitter taste, while being particularly rich in vitamin C. There are many traditional home recipes for the preparation of a sloe gin especially popular in the 20th century when the manufactured liqueur lost much of its reputation with an introduction of sloe syrup and artificial flavours. Today, sloe gin is experiencing a true renaissance due to a new interest in native wild fruits liqueurs.



Each bottle of Elephant Sloe Gin is custom-made and adorned with handwritten labels, which emphasises the quality standards. The purple label of Elephant Sloe Gin is marked with the production vintage and bottle number of each particular batch. All Elephant Sloe Gin bottles are adorned with beaded strings handmade by three Maasai tribe ladies in Kenya, whom we provide with job opportunities in a region affected by poverty and unemployment. The Maasai are known for their distinctive customs, dress and skilful jewellery making.

Beadwork has been an essential part of their culture for generations, with the women meeting daily, working on a rainbow of bracelets, necklaces & pendants. Every woman in the tribe will have been taught the craft, and will go on to teach future generations this symbolic art, something that Elephant Gin is proud to support.

With an alcoholic volume of 35 percent and well-balanced sweetness, Elephant Sloe Gin can be enjoyed neat as well as in long drinks and cocktails.

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



falstaff

1. Platz
Sloe Gin & Likör 2018



About Elephant Gin

The founders were inspired to create Elephant Gin following their own adventures in Africa. 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 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

www.facebook.com/ElephantGin

www.instagram.com/elephantgin/

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Partner Foundations

Big Life Foundation: www.biglife.org

The Wildlife Spirit www.thewildlifespirit.com

Sheldrick Wildlife Trust: www.sheldrickwildlifetrust.org