



# AXIOM BRANDS

SELF-EVIDENTLY TRUE BRANDS



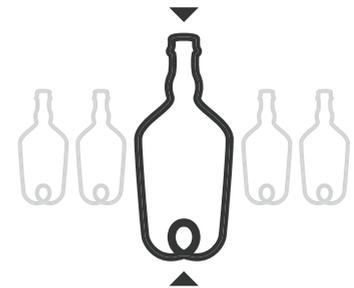
ax·i·om [ak-see-uhm]  
**noun**

A statement or proposition which is regarded as being established, accepted, or self-evidently true.



**STORYTELLERS**

We love brands that inspire people to drink better. We get excited knowing we are implementing brands of the future & helping to tell their story.



**NURTURERS**

Our brands may be one in a million, but not to us. We keep our portfolio small and give each brand the Axiom T.L.C.



**DISRUPTORS**

We work with brands who will change their category landscape forever. Think Walt Disney meets Muhammad Ali.



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Crafting Luxury Single Malts

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Hand crafted organic Bitter Aperitif  
from Bavaria

The  
**GLENTURRET**  
HIGHLAND SINGLE MALT  
SCOTCH WHISKY



WHY AXIOM LIKE IT

- Established in 1763, The Glenturret is Scotland's oldest working distillery with more than 250 years of whisky making heritage.
- The Glenturret range of exclusive single malts is hand-crafted by Whisky Maker Bob Dalgarno and presented in a beautiful bottle designed by Lalique.
- Annual limited editions of true scarcity. The highly acclaimed 2022 range include Triple Wood 2022 winning "Best Single Malt in the World" by IWSC 2023



## THE GLENTURRET, LUXURY SINGLE MALT WHISKY

As Scotland's Oldest Working Distillery, The Glenturret brings together the hard-won wisdom of generations of distillers with the imagination of contemporary masters, creating annual limited editions of true scarcity.

The Trinity are the three touchstones that underpin The Glenturret; an extraordinary Provenance dating back to 1763, a traditional Prowess in handcrafted whisky making, and enduring Passion to bring whisky lovers moments to treasure. The team are dedicated to the intricacies of handcrafted Whisky Making and take delight in every step of the journey. Committed to only releasing their single malts at their optimum character and strength, and by so doing, creating the very finest whiskies.

Now under the ownership of luxury crystal maker, Lalique, who have designed the new distinguished bottle and the world's only distillery Michelin Star Restaurant.





## THE GLENTURRET TRIPLE WOOD

43% ABV 70CL 6 bottles per case



### A welcome to the Glenturret

The Glenturret Triple Wood is a sweet and spicy yet soft whisky that builds on the distinctive fruity flavours of our new make spirit. Matured in American and European oak sherry seasoned casks alongside Bourbon barrels. The three different cask styles have been thoughtfully combined to create a whisky with an alluring golden colour and a delightful subtle character.

Natural in Colour.



## THE GLENTURRET 7 YEARS OLD PEAT SMOKED

46% ABV 70CL 6 bottles per case

### A new addition inspired by the unique landscape

The beautiful, rugged surroundings of the distillery have inspired the smoke-filled aromas and flavours found in The Glenturret 7 Years Old Peat Smoked. American oak sherry seasoned casks build the confectionery sweetness from the new make spirit, whilst delicate refill casks deliver the abundant smoky notes. Akin to the comforting shelter from a warm highland bothy on the fresh Loch Turret hills, the whisky's peated character heightens and amplifies from the outside in.

Natural in Colour. Non Chill-Filtered.



## THE GLENTURRET 10 YEARS OLD PEAT SMOKED

 48.4% ABV 
  70CL 
  6 bottles per case

Celebrating the evolution of flavours from barley, spirit and cask

Peat features heavily in Glenturret's distilling history - records show that The Glenturret dug peat from the mosses at their water source for whisky production in the early 1800s. The Glenturret 10 Years Old Peat Smoked celebrates the varying sources of peat now procured for these smoky whiskies. The smoke flavours are constantly evolving and changing through time. Glenturret's peated spirit style is matured in both first fill and second fill European and American oak casks. The resulting whisky forms a complex single malt that commands a higher strength of 50% ABV. Natural in Colour. Non Chill-Filtered.



## THE GLENTURRET 12 YEARS OLD

 46.4% ABV 
  70CL 
  6 bottles per case

The heart of the range

Fewer than sixty carefully selected casks come together to create The Glenturret 12 Years Old - crafted by hand and forming the heart of the range. American oak hogshead casks drive the dessert like sweetness whilst European oak layers the dried fruits and spices leading to a full rich single malt.

Natural in Colour. Non Chill-Filtered.



## THE GLENTURRET 15 YEARS OLD

 50.8% ABV
  70CL
  6 bottles per case

### A moment in time

The Glenturret 15 Years Old steps out on its own to deliver something different within the range. The influence of time becomes more prevalent. The subsequent impact that this has on flavour and the high percentage of European oak used to craft this expression, changes the direction and depth of character. The resulting complex whisky is laden with dried fruits and spices at an elevated strength of 53% ABV.

Natural in Colour. Non Chill-Filtered



## THE GLENTURRET 25 YEARS OLD

 42.6% ABV
  70CL
  1 bottle per case

### The power of three

The Glenturret 25 Years Old is a limited expression created from only three casks, each with a very different character. Stowed in Glenturret's traditional Dunnage warehouses for a quarter of a century, two European oak Butts and one refill Hogshead almost hand paint a fruitful, rich canvas of flavour. This interesting meeting of casks forms a partnership that illustrates the benefits of long maturation and the skill required to assemble such differing whiskies. This incredibly rare single malt elegantly balances both intense and light flavours that bring whisky lovers moments to treasure in spirit and glass.

Only 210 bottles produced for global allocation



## THE GLENTURRET 30 YEARS OLD

42.7% ABV 70CL 1 bottle per case

### A rare selection of casks

The Glenturret 30 Years Old is derived from a selection of the rarest casks found in Glenturret's traditional Dunnage Warehouses. A Niepoort Portuguese oak cask drives the tropical flavours found in this single malt. This incredible cask is over one hundred years old and the dark port which it once held has developed a mesmerising warm ruby hue visible in this extraordinary Whisky. The change of distillery owners through three decades have led to important learnings through time. This preservation and growth of knowledge has been pivotal in crafting this elegant single malt.

**Only 750 bottles produced for global allocation**



## THE GLENTURRET 35 YEARS OLD

42.8% ABV 70CL 1 bottle per case

### A tapestry of time unveiled

Making its introduction to the range is The 2023 Release Glenturret 35 Years Old. Created from a single European Oak sherry butt chosen for its unusually complex personality.

Alongside the expected traditional character of dried fruits, spices and oak sits notes of tropical fruit and vanilla more commonly derived from American Oak. Three and half decades of quiet maturation have gifted a whisky which is multifaceted yet refined.

This incredibly rare single malt elegantly balances both intense and light flavours and is testament to the importance of the Trinity that defines The Glenturret. The Trinity combines the extraordinary Provenance of people, place and spirit with the traditional Prowess in handcrafted whisky making and an enduring passion to bring whisky lovers moments to treasure in spirit and glass.



WHY AXIOM LIKE IT

- J.J. Corry Irish whiskey has resurrected the lost art of Irish Whiskey Bonding; ageing, finishing, blending and bottling rare Irish Whiskey at the McGuane family farm on the Wild Atlantic Way.
- Founder, Louise McGuane, has created an unparalleled library of Irish Whiskey flavours with the aim to make expressions that showcase the best of Irish Whiskey, old and new.



## IRISH WHISKEY WITH AN INDEPENDENT SPIRIT

In the 1880s, there were hundreds of distilleries in Ireland, but they did not bottle their own spirit. Local grocers, who were legally bonded whiskey wholesalers, would arrive at the gates, fill their own casks with spirit, age it, blend it and sell it. J.J. Corry of the port town of Kilrush, County Clare, was a particularly enterprising bonder who experimented with finishes in the barrels he could acquire at the harbour – Bordeaux casks, port pipes and many more.

In the 20th century, Irish Whiskey declined, until 1975, when there were only two distilleries left on the island and no Whiskey bonders at all.

### Reviving the lost art of Whiskey Bonding

Louise McGuane is the first licensed bonder in Ireland in living memory. She ages new make spirit in the rackhouse on the family farm in Clare, located just six miles from the wild Atlantic ocean. Unusually for Irish Whiskey, the casks live the old-fashioned way, as they are supposed to, on their sides, raised off a dunnage floor and breathing an air rich from the sea, lush green grazing grass and the surrounding peat bogs. The barrels are selected and cared for by one of Ireland's last master coopers and the whiskey is named after McGuane's predecessor as a whiskey bonder in the area, J.J. Corry.

*"Bonds are what hold you together with your family and friends, with your teammates in rugby or Gaelic football. The same applies to whiskey – there should be a bond of trust between the whiskey maker and the person drinking it."*

*Master cooper Eugene Quinlan on whiskey bonding*



## J.J. CORRY THE GAEL

46% ABV 70CL 6 bottles per case

Named after a bicycle J.J. Corry invented in the 1890s, the flagship release "The Gael" is now into its second batch. To develop The Gael, firstly, excellent quality and very rare mature Irish whiskey was sourced, then the J.J. Corry team classified each cask in their rackhouse into a particular flavour block. Finally, they began blending to create a classic Irish whiskey, one bursting with juicy fruit flavours and complexity. The Gael is a 60% malt, 40% grain blend of some of the oldest casks from their curated library of flavours.



## J.J. CORRY THE FLINTLOCK 16 Year Old

46% ABV 70CL 6 bottles per case

### Single Malt Limited Edition

To create The Flintlock, three single malt ex-bourbon casks aged 14 and 18 years, each from the same distillery, were selected from J.J. Corry's library of sourced Irish whiskey flavours. Then, just like the original J.J. Corry would have done in his shop, they were married together to create this unique house style. The result is a bright, fruit-forward single malt Irish whiskey bursting with white stone fruit flavours, mellowed with rich toasted vanilla notes.





## J.J. CORRY THE HANSON

🍷 46% ABV    📏 70CL    🍷 6 bottles per case

A meticulous blend of Irish grain whiskey sourced from different distilleries around Ireland. Four, nine and ten years old and all ex-bourbon barrel aged, each cask selected to build complexity upon the sweet and fruity qualities of the grain whiskey. The result is a classically bright and fruit-forward Irish whiskey which is mellowed with deep oak, warm vanilla and toasted notes.

Perfect enjoyed by itself or in a refreshing highball.



## BONDER'S BLEND

As Whiskey Bonders, J.J. Corry Irish Whiskey have resurrected an old tradition of bespoke, small batch blending which was practiced by Bonders in the 1800s. During the golden era of this tradition, customers worked closely with local Bonders to create unique one of a kind blends. Today, J.J. Corry have the largest library of aged Irish whiskey in the world, with some of the oldest liquids available on the market and a variety of exotic cases from around the globe. When creating Bonder's Blends, J.J. Corry work with customers and bring to life the collaboration process, creating exclusive limited edition whiskey which are completely unique, in both liquid and packaging.

# FIER FIELD

BOTANICAL IRISH WHISKEY

## WHY AXIOM LIKE IT

- Collaboration of Mr Lyan, award-winning bartender and influencer in the on-trade, and J.J. Corry, Ireland's first modern Whiskey Bonder
- Unique and creative blends that create a new category of Botanical Irish Whiskey
- We best describe it as the 'the gateway whiskey' for the non-whiskey drinkers



## WHERE PATHS CROSS

When Mr Lyan (the world's most awarded bartender) crossed paths with J.J. Corry (the renowned Irish Whiskey Bonders), Fierfield was born. A modern interpretation of the Irish farming tradition of blending spirit with local flora and fauna, our Botanical Irish Whiskeys are crafted in partnership with rural producers from across Ireland.

Our name reflects our story, with Ryan and Louise chancing upon the word Fier while delving into local history. An old Celtic term for companion, it perfectly summed up their friendship as well as their collaborations with rural producers.

## THE WHY

Fierfield is a modern interpretation of the Irish farming tradition of blending spirit with local flora and fauna. Back then, each farm would distill its own whiskey, adding in an array of foraged herbs or home-made honeys for a uniquely local flavour.

Our blends pay homage to this beautiful tradition, sourcing all our own ingredients from the Irish landscape. From locally made butter and bread from a historic bakery, to raw honey from nearby hives, our blends of Birch and Barberry revive this beautiful tradition in a purposeful way. Just like the blends of old, our drinks are designed to bring people together. Enjoyed straight or mixed, long, or short, in summer or winter, they bring depth, excitement and flavour to every occasion - a true conversation starter.



## FIERFIELD BIRCH

🍷 42% ABV
📏 70CL
🍷 6 bottles per case

Birch reflects the golden warmth of summer, where light jasmine and fresh apricot notes collide with spicy brioche for an aged champagne-style profile. Try lengthening with chilled soda water, adding a sprig of thyme.



## FIERFIELD BARBERRY

🍷 42% ABV
📏 70CL
🍷 6 bottles per case

Barberry has a rich, autumnal nature, finding hazelnut and damson depth and delivering the herbal citrus feel of a port and blood orange blend. Try in a whiskey sour, shaken with lemon and frothy egg white served with a twist.



## CASA DRAGONES®

### WHY AXIOM LIKE IT

- Casa Dragones is an independent, small batch producer with a passion for creating exceptional sipping tequilas, one bottle at a time.
- Each bottle is hand-signed and numbered, hallmarking their commitment to quality.
- At Casa Dragones, it is love of the craft and meticulous attention to detail that ensures an extraordinary experience and the highest possible quality.



## EXCEPTIONAL SIPPING TEQUILAS

**THE HARVEST:** Casa Dragones Blue Agaves are nurtured along their seven to nine year growth cycle and ripened to perfection in The Valley of Tequila, Jalisco, in the rich agricultural lands of the Trans-Mexican Volcanic Belt.

**DISTILLING A MODERN SPIRIT:** To create tequilas that are smooth enough to sip, Casa Dragones employ a state-of-the-art process of elaboration, with multiple distillation in an advanced column process. An ultra-modern filtration system is used to achieve brilliant, platinum hues in the tequila, which enhances the experience of taste.

**SUSTAINABLE AND CLEAN:** Steam and water are used for a clean, pure liquid extraction. This highly efficient process of diffusion uses less water, less energy and produces less waste, which is recognised by the Tequila Regulatory Council as part of the most sustainable methods of tequila production.

**WATER:** From the headwaters of the Volcano of Tequila, the water travels into the 70-meter deep natural aquifers, gathering essential minerals from the volcano's rich soil. Finally, the water is put through a propriety process to yield the right balance of minerals to harmonise perfectly with the Casa Dragones Tequila.





## CASA DRAGONES BLANCO

40% ABV
 70CL
 3 & 6 bottles per case

Named the "Best Blanco Tequila" by Epicurious, Casa Dragones Blanco is 100% pure blue agave silver tequila, crafted to deliver the true essence of agave through an innovative process that focusses on purity, for an authentic agave taste that is perfect on the rocks or in signature cocktails. The result is a very crisp, pure tasting silver tequila, with semi-sweet notes of agave warmed by hints of pepper and cloves.



## CASA DRAGONES AÑEJO BARREL BLEND

40% ABV
 70CL
 3 & 4 bottles per case

Casa Dragones Añejo Barrel Blend, 100% Blue Agave Añejo sipping tequila, achieves its distinctive character from being matured in two different wood barrels, new French Oak and new American Oak. The wood is sustainably sourced and custom made into barrels, each selected for their individual flavour and characteristics. At the end of the aging process, both barrel styles are blended to create a uniquely smooth, agave-forward taste profile.



**FOOD&WINE**





## CASA DRAGONES REPOSADO MIZUNARA

40% ABV
 70CL
 3 & 4 bottles per case

Casa Dragones Mizunara, 100% Blue Agave Reposado sipping tequila, is the first tequila rested exclusively in mizunara, a rare oak native to Japan and traditionally used for aging Japanese whiskies. This delicately rested tequila perfectly balances the minerality of our agave with the light notes of Japanese oak, for a refined, elegant sweetness that defies the ordinary.

IT'S THE  
NEW JEWEL OF  
THE BRAND

FOOD&WINE

MEXICO  
MEETS JAPAN  
WITH THIS NEW  
AGED TEQUILA

ROBB REPORT

A TEQUILA TO  
CELEBRATE THE  
FINEST MEXICO  
CAN OFFER

THE NEW YORK TIMES



## CASA DRAGONES JOVEN (ALSO IN GIFTSET)

40% ABV
 70CL
 3 bottles per case

Casa Dragones Joven dubbed the 'Tastemaker's Top Tequila' by Forbes, is a master blend of 100% pure blue agave silver and extra-aged tequila; a rare style which is rested in new American oak barrels for five years, for a complex, smooth taste that is perfect for sipping and pairing with food.

The handcrafted crystal decanter is hand engraved with 'pepita,' a traditional Mexican engraving technique, then hand-tied with black ribbon to signify the ties the Dragones cavalry wore.

Also available in Special Edition gift sets with two pepita engraved crystal Riedel Tequila glasses.

AN ARTFUL APPRECIATION  
OF TEQUILA

FINANCIAL  
TIMES

TASTEMAKERS'  
TOP TEQUILA

Forbes

THE BEST  
SIPPING TEQUILA  
IN THE WORLD

ON & Travel

96  
POINTS  
TOP TEQUILA RATING

WINE  
ENTHUSIAST

# - MEZCAL - AMORES®

## WHY AXIOM LIKE IT

- For each Mezcal Amores batch, the team selects the most interesting terroir, the ideal varietal of agave and the most skilled master distiller to work with. However, all Mezcal Amores expressions have a philosophy in common - 100% natural and sustainable processes, including milling with a tahona stone and natural fermentation in open wooden vats.
- The brand dedicates 15% of its net profits to ecological and social sustainability programmes, from agave replanted to wild agave nurseries.



## SUSTAINABLE MEZCAL FROM SEED TO SIP

Mezcal Amores is an artisanal spirit, batch-produced using traditional, sustainable techniques.

The Amores philosophy starts with their love for their Mexican roots, the land and the people who work it. That is why they support all their Master Mezcaliers, agave growers and local economies in Oaxaca, Durango and Guerrero – focussing on ecological, economic and social sustainability projects in each mezcal producing region.

For each Mezcal Amores batch, the team selects the most interesting terroir, the ideal varietal of agave and the most skilled master distiller to work with. However, all Mezcal Amores expressions have a philosophy in common – 100% natural and sustainable processes, including:

- Agave replanting program and wild agave nursery the world's first carbon neutral mezcal company. They offset their carbon emissions by purchasing bonds which finance projects that generate sustainable energy.

- 100% natural fermentation in open wooden vats.

- The by-product from distillation – agave fibers – are not discarded but reused as a compostable fertiliser in the agave fields and adobe bricks.

- First company in Mexico to offer future price agreements to ensure economic stability for communities.

- Interest free business micro loans to Master Mezcaliers.



## MEZCAL VERDE

 42% ABV
  70CL
  6 bottles per case

This eye-catching mezcal is produced with the utmost artisanal care and traditional methods; Tahona stone milling, natural fermentation, batch distilled in copper. Mezcal Verde is made from eight year old Espadín agave at its own dedicated craft distillery in the Oaxacan village of Tlacolula. It is cooked using three different types of wood to achieve a complex flavour profile, making it work brilliantly in cocktails.



Every batch of Mezcal Verde features a unique label designed by a contemporary Mexican artist, part of Mezcal Amores' support for the local culture. It captures the essence of any good drink – enjoy the moment and have fun together.



## MEZCAL AMORES ESPADIN

🍷 41% ABV    ⬆️ 70CL    🍷 6 bottles per case

Mezcal Amores Espadín is a perfectly balanced mezcal, full of floral aromas and sweet fruity flavours. The agave is organically grown for eight years and harvested by hand, then cooked with oak chips for a sublime smokiness, finally it is naturally fermented and distilled. This is a single-varietal mezcal of 100% Espadín is from Tlacolula, Oaxaca and is the flagship of Mezcal Amores. Try sipped neat with a slice of orange or in a classic cocktail like Tommy's Margarita.



## MEZCAL AMORES CUPREATA

🍷 41% ABV    ⬆️ 70CL    🍷 6 bottles per case

Mezcal Amores Cupreata is a single-varietal mezcal reflecting its terroir. 100% Cupreata also known as Papalote, which signifies butterfly, because of the way its leaves (Pencas) open up to the sun. This agave is from Guerrero, and grows within the higher jungles 4,000 to 6,000 feet above sea level, in a semi-humid climate. It is a wild agave that absorbs solar energy for 13-15 years before it matures. Mezcal Amores Cupreata has intricate flavours, deriving from the richness in the different species of wild agaves, carrying richer characteristics and bring to life unusual herbaceous notes that take you on an excursion into the forests of Guerrero.



## MEZCAL AMORES ESPADÍN REPOSADO

40% ABV 70CL 6 bottles per case

The Espadín agave naturally ages in the sun for 8 years before it is harvested to produce this artisanal mezcal. The liquid then rests in barrels of lightly charred French and American Oak for 90 days, providing unique aromas and varied notes within the finished product.

Subtly perfumes the nose with a touch of cherry blossom, which continues to unfold with every taste, giving away to a hint of wood before finishing with the sweetness of ripe mango and cinnamon.



## MEZCAL AMARAS LOGIA

70CL 3 bottles per case

Mystical and enigmatic, Amaras Logia is a brand that appreciates and values each solar cycle in small and unrepeatable batches of mezcal, embracing the knowledge of centuries of heritage and tradition with a clear intention: to protect the agave as a species. Mezcal Amaras created a reforestation program that embodies their commitment to maintaining the biodiversity of all wild agaves in the mezcal-producing regions.

Logia is an ode to the unattainable, the select and the scarce, perfectly defining our agaves and their importance as a sacred plant.

Its limited editions, and collectibles, are specially selected for those who love to discover, in a sip, details that move the soul.



# AKER

ENGLISH APERITIF

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## WHY AXIOM LIKE IT

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- AKER have collaborated with two award-winning producers, Chapel Down winery in Kent and Capreolus Distillery in the Cotswolds, to champion local producers and home-grown produce; a growing consumer demand.
  - A unique, modern British approach for a growing category and set to challenge the European aperitivo-style serves.
  - Aker uses fresh wines and extraordinarily crafted eau-de-vie combine to create an outstanding flavour profile.
- 



## AKER. THE UNIQUELY ENGLISH APERITIF.

The English countryside has always had the power to challenge, stimulate and excite. And we're no different. Our name is a tribute to those rolling *acres*. Born to respect the past and inspire the future, we believe in the value of individual character. A uniqueness that can't be borrowed or imitated.

Created in collaboration with England's leading wine producer, Chapel Down, and non-conformist spirits distiller, Capreolus Distillery, AKER champions and celebrates all the land has to offer, distilling acres of English countryside into a single drop.

An exquisite mix of summer fruits perfectly balanced with wild botanicals; AKER English Aperitif is the ideal accompaniment for the big and the small moments (and everything in between).



## AKER ENGLISH ROSÉ APERITIF

 17% ABV
  75CL
  6 bottles per case

Made using Pinot Noir rosé wine from one of Chapel Down's finest vineyards in the heart of Kent and wild fermented eau de vie made with raspberries fresh from the Cotswolds, AKER prides itself on bringing out the true character of its finest English ingredients.

An infusion of blossoms, roots and spices are balanced with wormwood before, lastly, distilled Chapel Down Chardonnay grape skin distillate is added to enhance the flavour even further.

AKER English Rosé blends the indulgent aroma of strawberries & cream with refreshing citrus tones to create the perfect aperitif.



## AKER ENGLISH DRY APERITIF

 18% ABV
  75CL
  6 bottles per case

Bursting with a naturally fragrant aroma of English pears and elderflower, AKER Dry begins with award-winning English Bacchus wine from Chapel Down which is fresh and aromatic, perfectly complimenting the dry finish of this aperitif.

A carefully selected mix of botanicals enhance the character of the wine to add to the surprising floral aroma. English grown Doyenné du Comice pear, meticulously distilled by Capreolous, adds to the full spectrum of flavours from this delicate fruit.

Evoking a sunny English orchard with luscious green apple, sweet pear and surprising tropical notes. Combining beautifully with a citrus zing and delicate dry finish.

# PROCERA

· AFRICAN JUNIPER GIN ·

## WHY AXIOM LIKE IT

- Axiom's portfolio ethos is to nurture brands with exceptional liquids, inspirational founders & product stories, whilst having the potential to be future category leaders. To find this in the gin category has taken us six years and we are very excited to present Procera African Juniper Gin.
- A unique product in an over-saturated category, the use of fresh, never dried African Juniperous procera creates an exceptional and stand out flavour profile; and if you like a martini, Blue Dot makes an exceptional one (or two..).



## LUXURY GINS FROM KENYA USING ONLY FRESH, NEVER DRIED, JUNIPERUS PROCERA BERRIES AND PRESENTED IN A HAND BLOWN KITENGELA RECYCLED GLASS BOTTLE

Procera is a luxury spirits brand from Africa that combines the quality and diversity of the continent's botanicals with a small-batch distilling mentality to create elegant and innovative spirits of excellence. Category defining sustainability is at the heart of the Procera approach. Believing that creating unparalleled flavour starts by nourishing local lands and their people. Only by starting with the botanicals, the lands and their caretakers, can consistent luxury quality be guaranteed for generations to come.

Procera Gin was founded with a dream to bring the very best of Africa to the world. Their gins are proudly distilled in Nairobi, Kenya and are the world's first gins to use Juniperus Procera, which they harvest just 70 kilometres from the distillery. Procera captures the terroir of their continent in every sip.

Highly respected Master Distiller, Roger Jorgensen, has innovated on the age-old gin distillation process by using fresh, never dried African juniper berries and employing his revolutionary self-taught technique which preserves a depth of flavour and bright fresh intensity of Juniperus Procera and other botanicals.

From Procera's innovative, zero waste distillation system which conserves local water, to their recycled glass bottle to the reforestation program for the Kenyan highlands with 10,000 Procera trees planted to date, every decision at Procera begins and ends with an evaluation of its impact and sustainability which they inherently believe results in the superior quality of their final product.



## PROCERA BLUE DOT

44% ABV   70CL   6 bottles per case

Procera Blue Dot is an elegant and refined sipping and Martini gin with an extraordinary depth of flavour and complexity on the palate. Pioneers of using high-altitude African Juniperus Procera berries, which are distilled fresh and never dried, Blue Dot is an elegant gin with a nutty, bright flavour profile truly representative of its African sun-kissed terroir and birthplace. Celebrating Africa's bounty, 11 botanicals from across Morocco in the north-west to the Indian Ocean islands of the south-east compliment the backbone of Juniperus Procera.

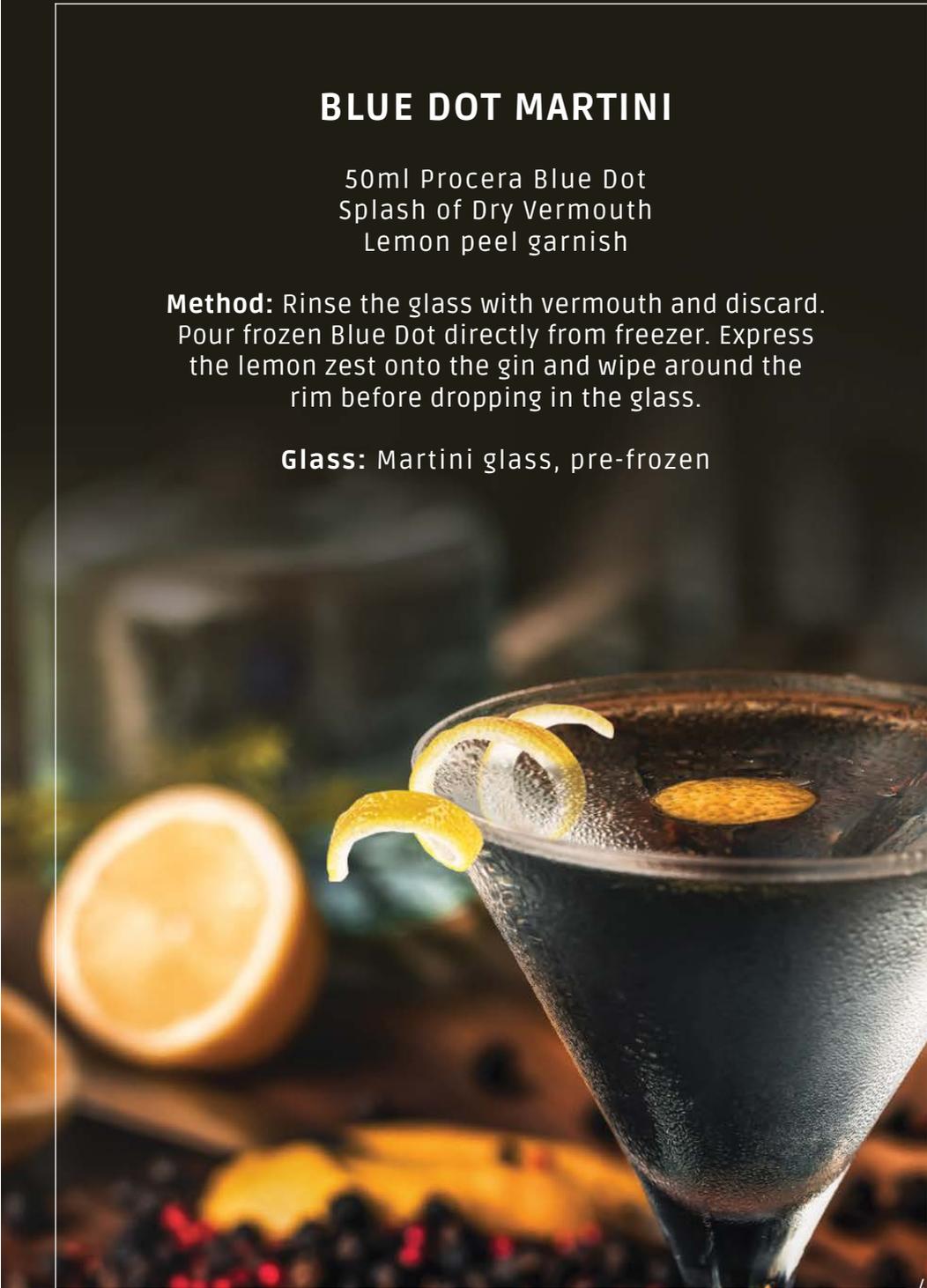


## BLUE DOT MARTINI

50ml Procera Blue Dot  
Splash of Dry Vermouth  
Lemon peel garnish

**Method:** Rinse the glass with vermouth and discard. Pour frozen Blue Dot directly from freezer. Express the lemon zest onto the gin and wipe around the rim before dropping in the glass.

**Glass:** Martini glass, pre-frozen





### PROCERA GREEN DOT VINTAGE RELEASE

47% ABV 70CL 6 bottles per case



Procera's limited edition Green Dot 2022 Vintage is the most terroir-driven expression in its range. Representing the absolute personification of what is so special about the Juniperus Procera tree, no two years of this small production gin will be exactly the same. The 2022 vintage marks only the second Green Dot release and benefits from an excellent juniper harvest along with an increased proportion of toasted wood and tree foliage used.



### PROCERA RED DOT VINTAGE RELEASE

51% ABV 70CL 6 bottles per case



Procera's limited edition Red Dot 2022 is a balanced and structured gin which is expressive of both a superior juniper harvest and an increased proportion of five African pepper botanicals. No two years of this small production gin will be the same, creating vintages reflective of their harvest. Red Dot is a powerful and bold gin designed to be used in classic drinks such as the Negroni, Red Snapper and Martinez. Possessing an extraordinary spiciness and complex umami depth, Procera Red Dot is bottled at a slightly higher ABV and was designed specifically with cocktails in mind.

## AMÀRICO APERITIVO

Amàrico, from the Latin - a ma ri ca re -'to donate a pleasing bitter taste'.

Born from the classic tradition of the Italian americano, Amàrico brings together ancient infusion methods and blending techniques to the modern world, where fun and a healthy lifestyle go hand in hand.

Amàrico is a completely natural non-alcoholic product and creates the foundation of most aperitifs and digestive drinks through the infusion of flowers, botanicals and roots being the key elements of the americano aperitifs.

Committed to environmentally sustainable sourcing, production and packaging, Amàrico uses 100% recyclable glass bottles, synthetic corks with 100% recyclable materials and FSC certified labels.

Taste the Italian dolce vita through the healthy experience that Amàrico offers.



### AMÀRICO NON-ALCOHOLIC APERITIF

0% ABV   50CL   6 bottles per case

A non-alcoholic drink full of complexity and vivacity, a unique aperitif easy to drink for any occasion.

Amàrico's ingredients are carefully sourced and selected from within Italy for a truly authentic Italian aperitivo. Fresh Italian peaches are used as a base, infused with flowers, fruits such as orange & rhubarb and roots including gentian, to create a pleasing bitter taste. Aromatic and creamy with citrusy notes of bitter orange and lemon; a fresh and lively palate with a harmonious finish.

Perfect either on the rocks with lemon zest, chilled with your favourite soft drink or mixed in a cocktail.



# Ron ABUELO

PANAMÁ

## WHY AXIOM LIKE IT

- A third-generation family-owned rum distillery with their own sugar cane plantation in Panama, established in 1908.
- The distillery continues to grow, harvest and ferment all the virgin sugar cane needed to produce its range of premium spirits from its Pesé hacienda, allowing control over the rum-making process from cane to case.
- Distinctive flavour profile coming from the luscious, fertile Panamanian landscape and unique sugar cane crop specially adapted to the Pesé Valley.



## A THIRD-GENERATION FAMILY-OWNED RUM DISTILLERY, RON ABUELO HAS BEEN INSPIRING GENERATIONS SINCE 1908

**A POTTED HISTORY:** In 1908, at the dawn of the new Panama, José Varela Blanco established the country's first sugar mill and by 1936 gave his sons the opportunity to begin crafting some of the world's finest aged rums from his sugar cane juice, honey and molasses.

**PERFECTLY BALANCED RUMS:** Exceptional rum takes time and patience – plus, unrivalled aged stocks of rum to work with. Ron Abuelo has all of these in spades, along with the expertise of the distillery's Maestro Ronero. True to its heritage, the Ron Abuelo distillery continues to grow, harvest and ferment all the virgin sugar cane needed to produce its range of premium spirits from its Pesé hacienda, allowing control over the rum-making process from cane to case.

**PROUDLY PANAMANIAN:** Ron Abuelo's hacienda is at the heart of Pesé – whose landscape and natural resources creates unique rums. Its luscious, fertile landscape, layered with greenery and steeped in history produces 1,600 hectares of sugar cane each year – a unique crop specially adapted to the weather conditions of the Pesé Valley.

**THE FAMILY LEGACY:** Tradition and the insights shared by previous generations are all-important to the brand. Never ones to stand still, the family continues to innovate and create with the dedication, patience and attention to detail that comes with true craftsmanship.



## RON ABUELO AÑEJO 5 YEAR

🍷 40% ABV    ⬆️ 5CL & 70CL    🍷 6 bottles per case

**The perfect pour for cocktails and mixed drinks.** A light rum in colour and flavour — this Reserva Especial has toasted, fruity notes with mild hints of banana, fresh herbs and an apricot aroma. The flavour profile includes wood and caramelised notes with a crisp, light, smoky finish.

## RON ABUELO AÑEJO 7 YEAR

**A superb rum for cocktails and sipping.** This reddish amber Reserva Superior is a rich blend of rums aged for seven years in carefully selected small oak barrels. Notes of dates, raisins and vanilla aroma, with a light minerality in taste balanced with a note of fig and aftertaste of cinnamon and raw dried fruits.

**Also available in miniature bottles (50cl/144 bottles per case).**



## RON ABUELO AÑEJO 12 YEAR

🍷 40% ABV    ⬆️ 5CL & 70CL    🍷 6 bottles per case

**A refined premium rum for sipping.**

Aged first in white oak barrels hand-selected by Ron Abuelo's coopers, the alcoholic strength is then masterfully reduced in cask for a refined flavour with a distinctive depth. This profound and dark amber Gran Reserva boasts an aroma with notes of cocoa, dried prune, toasted wood and nuts. The taste? Well-rounded and balanced with notes of vanilla, dried fruits, tobacco and orange peel.

**Also available in miniature bottles (50cl/144 bottles per case).**



## RON ABUELO TWO OAKS 12 YEAR

 40% ABV
  70CL
  6 bottles per case

**An exquisite, sublimely smooth rum for sipping.**

A smooth, dark mahogany rum double matured in two distinctive oak barrels. First, the rum is matured in oak bourbon casks, then finished in extra-charred virgin American oak. An exquisite expression with notes of vanilla, coffee and hints of toasted almond. Unveiling a woody flavour with unique smoky sweetness.



## THE RON ABUELO FINISH COLLECTION

 40% ABV
  70CL
  6 bottles per case

- 15 YEAR OLOROSO SHERRY CASK FINISH**
- 15 YEAR NAPOLEON COGNAC CASK FINISH**
- 15 YEAR TAWNY PORT CASK FINISH**

Three very adventurous rums inspired by an adventurous Ron Abuelo (grandfather). On the quest for exceptional and unique new flavours, Ron Abuelo ventured to Europe to find the perfect partners to innovate and experiment with. Seeking out spirit houses steeped in history like its own, the very best of flavours of Spain, France and Portugal were sourced and their sherry, cognac and tawny port casks brought back to Panama. Marrying these European casks with Ron Abuelo's refined rums has resulted in an extraordinary and exquisite curation with a Panamanian heart and a pioneering soul.

**Also available in a Trio Gift-Set (3 x 20cl Bottles)**



# KAKUZŌ

## WHY AXIOM LIKE IT

- Kakuzo produce a range of spirits infused by organic and carefully selected flavours inspired by the multi-faceted cultures of the Far East.
- From aperitif to digestif – from day to night – Kakuzo combine the incomparable flavours of Asia with their spirits, at one of the oldest distilleries in the country.



## KAKUZO

In 1906, Okakura Kakuzo wrote an English-language essay explaining the philosophy and cultural significance of tea in Japan. The Way of Tea, he said, was a route to purity and harmony. The search for balance between yin and yang, so important in the tea ceremony, is expressed in the creation of Kakuzo Earl Grey Tea Vodka.

Founders Paul and Marc were the driving force behind Kakuzo. They were particularly interested in elevating their cocktails with tea infusions. Years later, after extensive and insightful experiments their recipe was so convincing that they decided to share their creation with the general public.

In addition to the development of the flavour profile, the visually stunning design of the label helped the two widely-traveled Asia fans to establish a convincing connection between the product and its multifaceted worlds of ideas. Kitsune, tengu, maneki-neko and the lucky cat, a dragon and a koi: a winking tribute to Far Eastern myths and their mythical creatures.

"THOSE WHO CANNOT FEEL THE LITTLENES OF GREAT THINGS IN THEMSELVES ARE APT TO OVERLOOK THE GREATNESS OF LITTLE THINGS IN OTHERS."

OKAKURA KAKUZO



## KAKUZO YUZU GIN LIQUEUR

🍷 20% ABV    ⬆️ 70CL    🍷 6 bottles per case

Exquisitely elegant yuzu meets mandarin. Together they form the base of this unique fresh gin liqueur; a complex union of delicate acidity, gentle sweetness and a touch of bitterness.

Carefully selected botanicals are then distilled with the utmost care in one of the oldest distilleries in the country. Fresh, organic yuzu juice is added, and never any artificial flavourings. This creates the unique taste of Kakuzo. The Far Eastern temperament unfolds best on ice or in the company of tonic water.

## YUZU FRENCH

40ml Kakuzo Yuzu Gin Liqueur  
5ml lemon juice  
5ml sugar syrup  
champagne  
mint leaves

**Method:** Combine Kakuzo, lemon juice and sugar syrup with mint leaves in a cocktail shaker filled with ice cubes, shake vigorously and double strain into a chilled coupette. Top with champagne.

**Glass:** Coupette





## KAKUZO EARL GREY TEA VODKA

 40% ABV
  70CL
  6 bottles per case

An innovative new vodka, inspired by Eastern philosophy. This perfectly balanced spirit is created by steeping a specially selected blend of tea in smooth triple-distilled rye vodka. The recipe is a combination of leaves from across Asia – fresh, aromatic, green Sencha from Japan; smoky, fruity, black Keemun from China; and malty, honeyed Assam from India – combined with natural bergamot and other citrus oils.



## KAKUZO CHERRY BITTER

 20% ABV
  70CL
  6 bottles per case

Delicious cherries, aromatic gentian and tart grapefruit form the base of this distinctive bitter; smooth notes of cherry are perfectly balanced by the warming touch of gentian and perfected with triple distilled, undoubtedly soft vodka.

Best over ice, in a Negroni or cocktails.

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# JACK RUDY COCKTAIL CO.

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## WHY AXIOM LIKE IT

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- Jack Rudy Cocktail Co. was born from a desire to create a more interesting drinking experience, and elevate a simple mixed drink. The success of their first product - an all-natural, clean and sophisticated tonic mixer, led to other experiments, and soon their range began to grow.
  - The founders named the brand after their Great-Grandfather, who was a gentleman who knew the rewards of properly entertaining his guests, and the power of a well-made cocktail.
  - Jack Rudy set out to create a more interesting drinking experience, and elevate a simple mixed drink. The success of their first product - an all-natural, clean and sophisticated tonic mixer - led to other experiments, and soon their range began to grow.
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## JACK RUDY COCKTAIL CO. – QUALITY BAR GOODS

Jack Rudy was many things. He was a pilot who illegally flew his plane under the Ohio River Bridge (on a dare), an inventor who created a mechanical device for pharmacists to count pills, and a craftsman who once built a houseboat out of an old city bus. In addition to being a 'Marvellous' dancer, he LOVED to entertain and was known to overindulge in drinking, smoking and his wife's gourmet cooking.

A family run company based in Charleston, South Carolina, and crafted in small batches, Jack Rudy Cocktail Co. aim to take long forgotten staples of the American bar and reinvent them, in an effort to drink like 'Jack Rudy' and our great-grandparents of old.



## JACK RUDY COCKTAIL CO. CLASSIC TONIC SYRUP

 0% ABV 
  50CL/ 30 serves per bottle 
  12 bottles per case

Jack Rudy Cocktail Co. Classic Tonic is essentially a quinine concentrate, designed to put the gin first. It can be paired with your favourite gin or vodka and stretched with soda water to make a bright, light, refreshing highball. A completely clear liquid which makes a perfectly balanced, crystal clear gin and tonic.



## JACK RUDY COCKTAIL CO. ELDERFLOWER TONIC

 0% ABV 
  50CL/ 30 serves per bottle 
  12 bottles per case

Jack Rudy Cocktail Co. Elderflower Tonic continues the legacy with an updated tonic formula. With more body and a bold finish, it pairs well with tequila, bourbon and rum, as well as the traditional gin.

## HOT GIN & TONIC

50ml gin  
 25ml Jack Rudy Classic Tonic Syrup  
 Top with hot water, 100-150ml  
 Orange slice to garnish

**Method:** Build in a mug and gently stir

**Glass:** Copper mug





## JACK RUDY COCKTAIL CO. BOURBON COCKTAIL CHERRIES

🍷 0% ABV
📏 40-45 cherries per jar
🍷 12 jars per case

When updating the cocktail cherry, Jack Rudy Cocktail Co. looked to their Kentucky roots for inspiration, combining bourbon from their home state with stem-on, de-stoned, whole Bordeaux cherries from Oregon. Try just one and you might agree, they are the best cocktail cherries you have ever tasted.

## JACK RUDY COCKTAIL CO. VERMOUTH BRINED OLIVES

🍷 0% ABV
📏 40-45 olives per jar
🍷 12 jars per case

When creating their cocktail olive, Jack Rudy Cocktail Co. celebrated their affinity for a classic Martini: a nice splash of dry vermouth and the punch of juniper and coriander that they associate with a great dry gin. The olives, grown in California, share that same flavour profile; they are a hearty olive, unstuffed, with a flavourful brine that you'll no doubt find a suitable use for in a Bloody Mary or a nice Spritz.



## JACK RUDY COCKTAIL CO. SMALL BATCH GRENADINE

🍷 0% ABV
📏 50CL
🍷 12 bottles per case

Jack Rudy Cocktail Co. Small Batch Grenadine, made from fresh Californian pomegranate fruits, is rich and full-flavoured upfront, before giving way to a bright, almost tropical finish that lifts a drink's profile. No artificial flavours or colours; a quality natural back bar ingredient.

## JACK RUDY COCKTAIL CO. AROMATIC BITTERS

🍷 49% ABV
📏 6CL
🍷 24 bottles per case

With burnt cane sugar syrup as a base, the Jack Rudy Cocktail Co. Aromatic Bitters have complex and nuanced notes of citrus, winter spices and bittering agents to create a product with many uses. A modern take on a classic ingredient.

DISTILLERIA A. E.

## EVANGELISTA LIQUORI – THE HISTORY

Evangelista Liquori is a family business, founded in 1907 in Borrello, a small mountain village in Abruzzo. During the long, cold winters Mayor Antonio Evangelista, who had a passion for alchemy, used to prepare a 'special drink' heated over an open fire, which gave off a scent so intense and intoxicating it roused the town. Curiosity and demand grew, eventually spreading across the entire country. Evangelista's signature brand 'Punch Abruzzo' is the original recipe handed down through the family; however, the modern day distillery now produces a range of exceptional traditional Italian liqueurs to continue his legacy.



### EVANGELISTA ORGANIC LIMONCELLO

26% ABV    50CL    12 bottles per case

Evangelista Organic Limoncello follows the same traditional recipe that has been used for centuries, but adds the unique flavour of eminent organic Sicilian lemons. Using entirely organic ingredients, Evangelista Organic Limoncello is the real taste of Italy. Sun-ripened, cold pressed, organic Sicilian lemons deliver a completely unique taste. Initial soft sweet tones complement a perfectly balanced zesty natural lemon flavour. With just the right amount of acidity, it leaves a lasting natural zing of lemon.

A range of other exceptional Italian liqueurs also available from Evangelisa



## THE ORIGINAL MARASCHINO

The 'Maraschino liqueur' originates from Zadar, on Croatia's Dalmation Coast. Maraska was the very first Maraschino brand to be produced, and to this day uses the original recipe from the 16th century, devised by pharmacists of the Dominican monastery and later re-discovered by Francesco Drioli. After the destruction of Zadar during World War II, Maraska regrew the liqueur's infamy and brought back the region's most famous creation. Deeply set with a tradition in liqueur production, Maraska is a truly quality producer.



### MARASKA MARASCHINO

32% ABV    70CL    6 bottles per case

Three separate parts of the maraschino tree (leaf, stem and cherry) are used to produce the distillates, which are key components of the original 16th century Maraschino recipe and add a unique depth of flavour. Balanced and 100% natural, you may just look at Maraschino in a new light.

## MONDINO – THERE'S ALWAYS TIME FOR A LITTLE DOLCE VITA

Mondino is the Amaro Bavarese. Upon completion of his apprenticeship south of the Alps, Master Distiller Hans brought the recipe home to Bavaria, where he perfected it by incorporating aromatic herbs from the region. The old family recipe was brought to life again by his grandson Max together with his childhood friends Ferdinand, Florian, and Benedikt. Using the traditional recipe, they provided a modern twist and so created an extraordinarily upscale aperitif: purely organic, refined with regional ingredients and low in sugar.



### MONDINO

18% ABV    70CL    6 bottles per case

This 100% organic aperitif is handcrafted in the foothills of the Bavarian Alps. Using an original Italian recipe, Mondino unites Italy's joie de vivre with the precision of Bavarian craftsmanship. Organic arancia amara, organic rhubarb and organic yellow gentian, along with other fresh locally sourced ingredients, give Mondino its unique flavour.

Whether straight on ice, in long drinks or in cocktails, with its fruity bittersweet notes, Mondino is incredibly versatile. Top with tonic, prosecco & soda, or elevate a Negroni.

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