



SEVENTY ONE GIN GIFT PACK WITH THE PICTURE OF DORIAN GRAY

SKU: GISOGP

Seventy One Gin is a premium spirit that redefines what a high-quality gin can be. Founded by acclaimed fashion photographer Mert Alas, Seventy One Gin was born from a desire to create a truly unique and luxurious gin that combines exceptional craftsmanship with artistic vision. Drawing inspiration from his creative background, Alas sought to develop a gin that would stand out for both its refined flavours and its visual beauty and bold design. The result is a gin that encapsulates sophistication and innovation in every bottle.

Taking its name from the 71 nights it spends aging in a combination of Cognac, Pedro Ximénez sherry and virgin oak casks, Seventy One Gin breaks convention by introducing an element of aging to the gin-making process. While traditional gins are bottled immediately after distillation, this innovative approach allows Seventy One to develop deep nuanced flavours. The influence of the oak casks imparts warm notes of dark chocolate, vanilla, and rich dried fruit, adding a layer of depth rarely found in conventional gins. The result is a spirit that is both smooth and complex with a perfectly balanced profile.

At the heart of Seventy One Gin's distinctive character is the inclusion of Queen of the Night flower, the flower of a Mexican cactus. The Queen of the Night flower blooms for just 12 hours each year, producing a scent which can be smelt for 20 miles. Additionally, each of the botanicals are individually distilled to extract the full range of their flavours and aromas. This carefully curated blend of botanicals, combined with the influence of the cask-aging process, creates a gin that is both bold and refined. Layers of juniper, citrus, toasted oak, and warming spice unfold with every sip, leaving a long, luxurious finish that lingers on the palate.

As a celebration of artistry and timeless craftsmanship, Seventy One Gin presents a special edition gift pack featuring a beautifully bound copy of *The Picture of Dorian Gray* by Oscar Wilde. This pairing of literature and luxury truly reflects the brand's ethos—where creativity,

refinement, and indulgence converge. Much like Wilde's classic novel, Seventy One Gin is an experience that evolves with time.

The exceptional quality of Seventy One Gin has gained recognition within the spirits industry, being awarded Gold at The Luxury Masters in 2023 and Gold at The Gin Masters- Second Tasting in 2022.

