



HISTORY

- TANQUERAY gin has been expertly crafted since the 1830's and it began with Charles Tanqueray. Charles Tanqueray, broke away from family tradition and followed his passion to become a distiller instead of joining the clergy.
- Charles experimented with many ingredients, testing the finest botanicals from all around the world. After extensive trials, he discovered a perfectly balanced recipe that combined a rich, full flavor with a bold, invigorating taste and Tanqueray gin was born.
- Tanqueray Gin's combination of the finest botanicals and spices met with instant approval and success, and by 1847 it was being exported to the colonies of the Caribbean and beyond.
- London Dry was born out of the improvements in distillation technique. The invention of the continuous still, and its advancement into the Coffey still in 1832, meant that distillers could now make a much cleaner rectified spirit. They no longer needed to hide the imperfections of their spirit with sugar, and the botanicals could now shine through in the drink.
- By 1948, the Tanqueray bottle was re-designed, to it's now famous cocktail shaker inspired bottle shape.

THE CREST



The Tanqueray family crest is featured on the top of every bottle, featuring a pineapple, the international symbol of hospitality.

THE SEAL



The signature red waxed seal on the bottle is the official stamp of Tanqueray quality passed through generations

THE ROYAL WARRENT



The Royal Warrant was awarded by the Prince of Wales in 1925 to Tanqueray, for it's exceptional quality and finest ingredients

PRODUCTION

- TANQUERAY London Dry Gin use only the world's finest botanicals and ingredients. Since the 1830's, TANQUERAY London Dry has been distilled with just four all-natural botanicals: juniper, coriander, licorice, and angelica, producing a remarkably balanced and complete gin.
- TANQUERAY London Dry Gin is quadruple distilled to achieve optimal flavor and strength
- TANQUERAY London Dry Gin is 47.3% ABV

TASTING NOTES

- Prominent Juniper, alcohol underneath, pushing aromatics forward. Juniper scent, with hints of citrus, herbs and licorice.
- Clean and dry with smooth aftertaste.
- Complex flavor, well balanced taste and long finish.

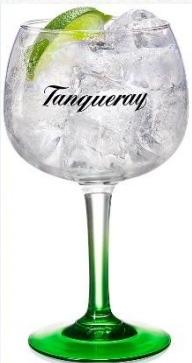




DID YOU KNOW?

- TANQUERAY London Dry Gin has won more than 20 awards from the International Wine and Spirits and the San Francisco World Spirits Competitions.
- TANQUERAY London Dry Gin is regarded by many as the category benchmark

SERVES



TANQUERAY LONDON DRY – Gin & Tonic Copa Serve

Add ice to a Copa glass and pour in Tanqueray London Dry. Add premium tonic water, stir, and then garnish with a lime wedge

- 1.5oz Tanqueray London Dry
- 5 oz Premium Tonic
- Wedge of lime

Chas Tanqueray Co



FEATURES

- The makers of TANQUERAY Gin use only the world's finest botanicals. Since its creation, TANQUERAY London Dry has been distilled with just four botanicals
- All TANQUERAY Gin is quadruple distilled with the botanicals added in the fourth distillation.
- The Copa glass shape allows for a greater expression of aromas and the stem allows the drinker to avoid holding the drink directly.
- TANQUERAY London Dry Gin has won more than 20 awards from the International Wine and Spirits and the San Francisco World Spirits Competitions.

BENEFITS

- Since TANQUERAY Gin is quadruple distilled, a remarkably balanced and complete gin is produced. . TANQUERAY Gin is widely remarked as the benchmark London Gin
- The base spirit is incredibly pure, allowing for the best possible expression of the botanicals. The first three distillations remove any impurities, making an exceptionally pure base spirit
- In Europe, the Cope glassware brought a 60% lift in sales¹ – so incorporating the Copa glass serve into accounts is proven to attract consumers from the wine and white spirits
- Tanqueray is respected and trusted by the trade. Most recently, Tanqueray London Dry was awarded the No. 1 Bartender's Choice Award as of 2019