



THE NATIONAL DISTILLERY COMPANY

OUR STORY TASTING BOOKLET

1 Ossian Street, Ahuriri, Napier
www.ndcnz.com



NATIONAL DISTILLERY COMPANY



NATIONAL DISTILLERY COMPANY = NDC

National Distillery Company (NDC) is a craft spirits distillery based in the heart of the food and wine capital of New Zealand, Hawke's Bay.

Founded in 2020 by friends Blair Nicholl and Ricardo Reis, NDC has built a reputation

for being 'the bartender's spirit'.

With a wide range of world recognised, award-winning spirits now under the NDC banner, we're proud to share our range of gin, vodka and rum, with whisky currently in production.



'A good story cannot be devised, it has to be distilled.'

- Raymond Chandler



THE JEWEL OF AHURIRI, NAPIER

The National Distillery Company (NDC) is honoured to be the new custodian of New Zealand's most iconic and historic Art Nouveau heritage building. Based in Ahuriri,

an old maritime town steeped in history and character, it is formerly the home of New Zealand's largest tobacco company and the diamond in Napier's architectural crown.

Time honoured
tradition meets
innovation

OUR BOTANICALS



Each of our botanicals are hand-picked, foraged or sourced from trusted suppliers locally and abroad. Our obsession for unique and diverse flavours means that we take great care in choosing our botanicals for their quality, freshness, flavour profile and consistency.

Currently there are a number of botanicals typically found in gin that aren't grown in New Zealand. Here at NDC we're aiming to change that. Our team is excited to be undertaking a research and development initiative to allow us to source 100% of the botanicals for our gin here in New Zealand - complimenting the native botanicals such as harekeke and karamu that have contributed to our unique flavour profiles.



VERDIGRIS GIN

SPECS

ABV 44% / 750ml

TASTING NOTES

Inspired by a classic, juniper-led London Dry bouquet. A supporting duo of Hawke's Bay lemon peel and harakeke (New Zealand flaxseed). Traditional pine and citrus notes are embellished and guided to a deeper place by the unctuous yet finely structured tones of Hawke's Bay orris root.

AWARDS AND ACCOLADES

2019 *Australian Gin Awards - Gold*

2020 *Ultimate Beverage Challenge USA*

1. *Top 100 Spirits*
2. *95 Points*
3. *Finalist*

2020 *The UK Gin Guide Awards*

Contemporary Gin Over 42% Winner

2020 *SIP Awards USA - Double Gold*

2021 *SIP Awards USA - Double Gold*

2021 *New Zealand Spirit Awards - Gold*

2021 *Ultimate Beverage Challenge USA*

Excellent / Highly Recommended / 93 Points

2021 *The Gin Masters - Gold*

2021 *Australian Gin Awards - Gold*

2021 *USA Spirits Ratings - Gold / 91 Points*

2023 *New Zealand Spirit Awards - Gold*

RECOMMEND MIXERS

Fever-Tree Sparkling Sicilian Lemon

Fever-Tree Mediterranean Tonic

COCKTAIL RECIPE

NEGRONI

- 30ml Verdigris
 - 30ml Campari
 - 30ml Cocchi De Torino Vermouth
1. Pour the Verdigris, Campari and vermouth directly over a mixing glass filled with ice.
 2. Stir half a dozen times until chilled.
 3. Express orange peel and rim the peel around your glass, half a dozen times.
 4. Strain and serve over rock ice. Garnish with expressed orange peel.



HEMP GIN

SPECS

ABV 45% / 750ml

TASTING NOTES

Our signature seven core gin aromatics have been artfully expanded with the addition of toasted hemp hearts and a glorious burst of citrus. We have combined the unique toasted Hawke's Bay hemp hearts with lashings of lemon peel to produce a beautifully balanced botanical gin, with bursts of luscious citrus and distant lingering toasted and savoury notes.

AWARDS AND ACCOLADES

2020 *New Zealand Spirit Awards*

1. Trophy, Best overall in category / 2. Gold

2020 *Australian Gin Awards - Gold*

2020 *SIP Awards USA - Innovation Award*

2021 *SIP Awards USA*

Double Gold (Consumers choice)

2021 *The Gin Masters - Gold*

2022 *London Spirit Competition*

1. Best in show by country / 2. Gold

2022 *The Gin Guide - Finalist*

2022 *SIP Awards USA - Platinum*

RECOMMEND MIXERS

Fever-Tree Refreshingly Light Tonic

Alchemy & Tonic Spiced Ginger Ale

COCKTAIL RECIPE

DIRTY MARTINI

- 60ml Hemp Gin
- 30ml Noilly Prat Vermouth
- 20ml Sicilian Olive Brine

1. Pour gin, vermouth and olive brine in to a cocktail shaker or mixing glass.
2. Fill with ice and shake/stir.
3. Double strain in to a martini glass and serve with sicilian olives skewered on to a cocktail stick.



NEW ZEALAND NATIVE GIN

SPECS

ABV 44% / 750ml

TASTING NOTES

A contemporary style gin with native botanicals. Kawakawa and karamu make this gin in a class of its own. Earthy sweetness from the karamu and a peppery zing from the kawakawa make this a well balanced, flavoursome gin.

AWARDS AND ACCOLADES

2020 *The Juniper Awards*

1. *Best in Class New Zealand Gin*
 2. *Contemporary style - Gold*
 3. *New Zealand Gin - Gold*
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2021 *The San Francisco World Spirit Competition - Silver*

2021 *The Junipers New Zealand - Silver*

2022 *The Gin Guide - Finalist*

RECOMMEND MIXERS

Weirdly Normal Native Kawakawa Tonic

Fever-Tree Spiced Orange Ginger Ale

COCKTAIL RECIPE

KAWAKAWA GIMLET

- 60ml New Zealand Native Gin
 - 30ml Yellow Chartreuse
 - 30ml Fresh Lime Juice
 - 45ml Kawakawa Infused Simple Syrup
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1. Pour gin, Chartreuse, lime juice and kawakawa syrup in to your shaker over ice.
 2. Shake, double strain and serve in a coupe glass. Garnish with kawakawa leaf.
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ART DECO GIN

SPECS

ABV 40% / 750ml

TASTING NOTES

Art Deco Gin is made with our beautiful Hawke's Bay citrus. Lemon, lime and orange peel give this gin bursts of lush citrus to a London Dry gin. An elegant but fine summer gin, with a juicy, zingy mouthfeel. 15% of the profits are donated to the Art Deco Trust.

RECOMMEND MIXERS

Easy Imperial Burma Tonic Water

Alchemy & Tonic
Blood Orange & Bitters Soda

COCKTAIL RECIPE

WHITE LADY

- 30ml Art Deco Gin
 - 30ml Lemon Juice
 - 30ml Cointreau
 - Egg White
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1. Shake all ingredients in your shaker without ice.
 2. Add ice and shake again.
 3. Double strain into a coupe glass.
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MEOW LUCKY GIN

SPECS

ABV 44% / 750ml

TASTING NOTES

Inspired by our love of Asian cuisine. A dry gin, led by juniper with lush sweet yuzu. Mouth-watering szechuan pepper and ancient ginkgo leaf. Meow Lucky Gin, with a great punch of heat that will leave you with a slight tingle all over.

AWARDS AND ACCOLADES

2021 *New Zealand Spirit Awards - Silver*

2021 *Australian Gin Awards - Bronze*

RECOMMEND MIXERS

East Imperial Yuzu Tonic

Bootleggers Lime and Soda

COCKTAIL RECIPE

MEOW SOUR

- 60ml Meow Lucky Gin
 - 15ml Yuzu Concentrate
 - 15ml Lemon Juice
 - 15ml Sugar Syrup
 - 30ml Aquafaba
 - 3 dashes Angostura Bitters
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1. Pour gin, yuzu, lemon juice, bitters, sugar syrup and aquafaba in to your shaker.
 2. Shake over ice and strain back in to shaker. Dry shake (without ice) and fine strain in to ice filled glass.
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NEW ZEALAND DRY GIN

SPECS

ABV 44% / 750ml

TASTING NOTES

Inspired by a classic, juniper led London Dry gin bouquet, a supporting duo of Hawke's Bay lemon peel and Hawke's Bay coriander seed. An approachable, easy drinking everyday dry gin and a great all-rounder. Traditional pine and citrus notes are embellished and guided to a deeper place by the unctuous yet finely structured tones of Hawke's Bay orris root.

AWARDS AND ACCOLADES

2021 *New Zealand Spirit Awards - Gold*

2021 *The Gin Masters - Gold*

2022 *The Gin Guide*

1. *Traditional Gin over 42% Winner*
2. *Best In Australasia*

2022 *Ultimate Beverage Challenge USA*
Excellent / Highly Recommended
/ 93 points

2022 *SIP Awards*

1. *Platinum*
2. *Consumers Choice*

RECOMMEND MIXERS

Bootleggers Tuscan Tonic Water

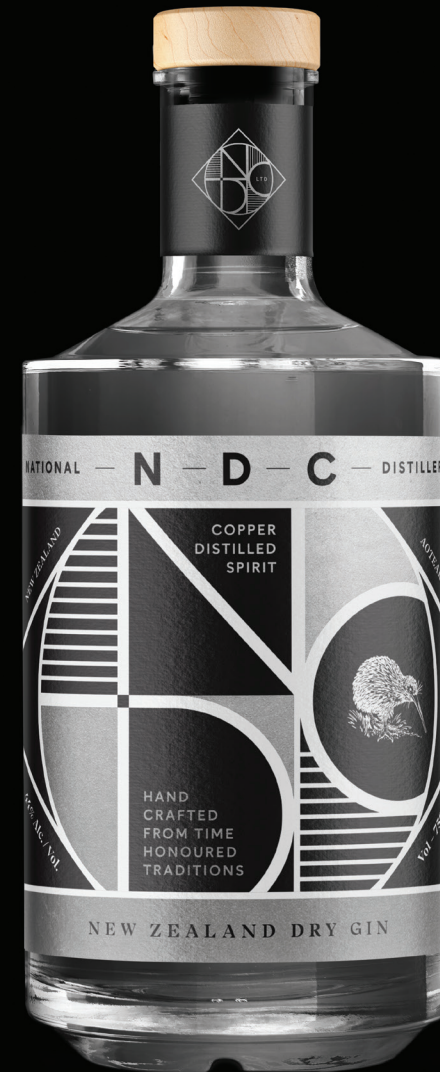
East Imperial Grapefruit Soda

COCKTAIL RECIPE

SOUTHSIDE

- 30ml New Zealand Dry Gin
- Fresh Mint
- 30ml Lime Juice
- 30ml Sugar Syrup

1. Muddle mint and fill your shaker with ice.
2. Add ingredients to shaker.
3. Shake and double strain in to a chilled coupe glass.



ADORN BEAUTY GIN

SPECS

ABV 42% / 750ml

TASTING NOTES

Inspired by the botanicals found in luxury New Zealand skincare. Adorn Gin celebrates nature's power to beautify. Delicate floral notes from rosehip, chamomile flower and rose petals make this delicate dry gin.

AWARDS AND ACCOLADES

2020 *Ultimate Beverage Challenge USA*
92 Points / Excellent / Highly Recommended

2020 *The Junipers New Zealand - Silver*

2021 *SIP Awards USA - Platinum*

2021 *Australian Gin Awards - Gold*

RECOMMEND MIXERS

Fever-Tree Elderflower Tonic

Alchemy & Tonic Hibiscus
Pink Lemonade

COCKTAIL RECIPE

HIBISCUS BLUSH

- 30ml Hibiscus tea syrup
 - 30ml Supasawa (Acid Solution)
 - 60ml Adorn Beauty
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Shake over ice and double strain, served in chilled glasses with hibiscus flower.



OLD NAVY GIN

SPECS

ABV 58% / 700ml

TASTING NOTES

Inspired by a classic, juniper led London Dry gin bouquet. A supporting duo of Hawke's Bay lemon peel and native harakeke (New Zealand flaxseed). Softly spiced, traditional pine and citrus notes are embellished and guided to a deeper place by the unctuous yet finely structured tones of Hawke's Bay orris root.

AWARDS AND ACCOLADES

2021 *San Francisco World Spirit Competition - Double Gold*

2021 *SIP Awards USA - Gold*

2021 *The Gin Masters - Gold*

2022 *World Gin Awards Navy Strength Country Winner*

2022 *The Gin Guide - Finalist*

2022 *SIP Awards USA - Platinum*

2022 *The Gin Guide - Finalist*

2022 *SIP Awards USA - Platinum*

2023 *New Zealand Spirit Awards - Gold*

RECOMMEND MIXERS

Alchemy & Tonic Indian Tonic

Fever-Tree Smokey Ginger Ale

COCKTAIL RECIPE

OLD NAVY GIMLETT

- 30ml Old Navy Gin
 - 30ml Fresh Lime Juice
 - 15ml Lime Cordial
 - 15ml Rich Sugar Syrup
 - Dash of Saline
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1. Add gin, lime juice, cordial, sugar syrup and a dash of saline in to your shaker, filled with ice.
 2. Shake and double strain in to a chilled coupe glass.
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ADORN ROSE GIN

SPECS

ABV 42% / 750ml

TASTING NOTES

Inspired by the luxury botanicals found in New Zealand skincare. The National Distillery Company's Adorn Rose celebrates nature's power to beautify. A floral bouquet of rosehip, rosebuds, rose petals and chamomile flower. Harakeke (New Zealand flaxseed) adds texture on the palette. Chamomile, cardamom and orris root are present on the long finish.

RECOMMEND MIXERS

Fever-Tree Aromatic Tonic

Bootleggers Hibiscus Lemonade

COCKTAIL RECIPE

ADORN 75

- 30ml Adorn Rose Gin
 - 15ml Lemon Juice
 - 15ml Sugar Syrup
 - French Sparkling Wine
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1. Stir gin, lemon juice, sugar syrup in to your flute.
 2. Topped with French Sparkling.
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FLAMBOYANCE GIN

SPECS

ABV 40% / 750ml

TASTING NOTES

This pink Flamboyance Gin is designed to make your gin and tonic pop. A traditional London Dry style pink gin. A fresh nose full of pine and citrus delivers a touch of spice on the palate, with lingering citrus and dry finish. Our pink London Dry allows the creator more versatility to do what you want with our gin, without it being fruit flavoured.

RECOMMEND MIXERS

East Imperial Grapefruit Tonic

Bootleggers Lemon, Lime and Bitters

COCKTAIL RECIPE

CLOVER CLUB

- 30ml Flamboyance Gin
 - 30ml Chambord
 - 30ml Lemon Juice
 - 15ml Elderflower Liqueur
 - 30ml Aquafaba
 - Handful of Raspberries
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1. Muddle raspberries and fill your shaker with ice.
 2. Add gin, Chambord, lemon juice, Elderflower Liqueur and Aquafaba in to your shaker.
 3. Shake, double strain and serve in to a chilled coupe glass. Garnish with raspberry.
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DAMSON PLUM GIN

SPECS

44% ABV / 750ml

TASTING NOTES

Damson Plum Gin is a unique distillation of some of the earth's finest Taonga (treasures). A beautiful smooth medium dry style gin, with hints of marzipan, cacao and lingering plum notes.

AWARDS AND ACCOLADES

2021 *New Zealand Spirit Awards - Silver*

RECOMMEND MIXERS

Fever-Tree Indian Tonic Water

Bundaberg Creaming Soda

COCKTAIL RECIPE

STONE-FRUIT TRIO

- 30ml Damson Plum Gin
- 30ml Bourbon
- 15ml Apricot Brandy
- Handful of Cherries

1. Muddle cherries in shaker and fill with ice.
2. Add gin, bourbon and apricot brandy to your shaker.
3. Shake and double strain.
4. Garnish with a cherry.



AQUIFER VODKA

SPECS

ABV 44% / 750ml

TASTING NOTES

A bright, classic vodka full of crisp clean flavours, and cut to proof using ancient volcanic water from New Zealand's magnificent Central Plateau. This vodka was ten thousand years in the making.

AWARDS AND ACCOLADES

2020 *Ultimate Beverage Challenge* 89/100

2021 *Melbourne International Spirit Competition* / 91 Points

2022 *New Zealand Spirit Awards - Double Gold*

RECOMMEND MIXERS

Eastern Imperial Soda Water

Fresh Lime

COCKTAIL RECIPE

COSMOPOLITAN

- 30ml Aquifer Vodka
 - 30ml Dry Curacao
 - 60ml Cranberry Juice
 - 30ml Fresh Lime Juice
 - 15ml Yuzu Juice
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1. Pour vodka, curacao, cranberry, lime and yuzu juice in to your shaker over ice.
 2. Shake, double strain and serve in a coupe glass.
 3. Garnish with lime peel.
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NOTES

Our water has incredible purity. We use ancient volcanic water sourced from an aquifer that lies under three active volcanos within a heritage national park.



CHEERS

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Napier, New Zealand

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