



SPIRIT OF JAPAN

JAPANESE BOTANICALS, DISTILLED IN ENGLAND

THE WASABI COMPANY

SOPHISTICATED SPIRITS WITH BIG JAPANESE FLAVOUR

The Spirit of Japan range brings real Japanese flavours to English spirits like never before, a refined selection of ingredients are distilled into a range of four artisan spirits. Taking inspiration from the Japanese style of light but delightfully layered flavours, the botanicals are carefully distilled with bespoke spirits and innovative techniques specially designed to present each of their flavours as elegantly as possible. The result is a true showcase of the artistry of distillation: enticing, captivating flavours that are rarely found outside of Japan, in spirits that are smooth and sumptuous: a true balance of Japanese refinement and English craftsmanship. These spirits can be enjoyed neat, with a mixer or in a variety of cocktails, each revealing their vibrant flavours in a different way.

This is a collaboration between The Wasabi Company and English Spirit: two best-in-class English producers brought together by a desire to bring authentic Japanese flavours to England for consumers to enjoy like never before.

The Wasabi Company are experts in Japanese ingredients. A family-run business with farms in Dorset and Hampshire, they were the first in Europe to cultivate wasabi. They are passionate about introducing the UK to fine Japanese flavours that are growing in demand yet hard to come by, earning them a reputation as a key supplier of quality Japanese ingredients to top chefs, retailers and households alike.

English Spirit are one of England's original artisan distillers, founded in 2011, by biochemist Dr John Walters. From their distilleries in Cornwall and Essex, they distil a wide range of award-winning spirits using innovative techniques, including the first British rum. Their craft is to distil quality ingredients to capture flavours that only alcohol can reveal, creating refined spirits and liqueurs that captivate and excite.



WASABI VODKA

INGREDIENTS:

Our Own English Wasabi

TASTE:

Buttery at the start, brassica flavours of sweet mustard and radish give way to high notes of star anise and pepper, followed by a complex lingering warmth.

WHY YOU'LL LOVE IT:

This is a single distilled, unfiltered vodka packed with character. Vacuum distilled with fresh wasabi paste, straight from our Dorset and Hampshire farms for maximum flavour and the distinctive pungency of real wasabi.

UNDER THE EXPERT HAND OF AWARD-WINNING MASTER DISTILLER DR JOHN WALTERS, THE COMPLEXITY OF FRESH WASABI IS CAPTURED THROUGH AN INNOVATIVE DISTILLATION TECHNIQUE, ALLOWING THE ENIGMATIC HEAT AND FLAVOUR TO SHINE LIKE NEVER BEFORE



TELL ME MORE:

Archaeological remains suggest wasabi was being consumed in Japan as early as 14,000BC. This is believed to be due to its ability to preserve raw fish and counter food poisoning. Today most people know it as the green paste that comes with sushi: however, this commercial product is quite different to fresh wasabi, and often contains no real wasabi whatsoever. Real wasabi is extremely difficult to grow outside its natural habitat in the mountains of Japan, The Wasabi Company were the first in Europe to achieve this. The wasabi grows in old watercress beds running with mineral-rich water from artesian springs, on family-run farms in the south of England. The prized rhizomes take at least 18 months to reach harvest.

The wasabi paste is vacuum distilled to carefully extract and retain the wasabi flavour: principally by not exposing the wasabi to excessive heat. This prevents the volatile compound, allyl isothiocyanate, from breaking down preserving pungency and accompanying brassica flavour notes. The usual method of distilling a vodka, or even a gin, would destroy these flavours.

It is extremely rare to find single distilled vodka as the technique is very difficult to accomplish. By carefully distilling the vodka in one shot, to avoid impurities in the first place, a harsh filtration process is avoided and the unique quality and texture is retained.



WE RECOMMEND: For true wasabi lovers we recommend enjoying neat, however the flavour profile is perfectly suited to a Bloody Mary. It can also be enjoyed in a classic vodka martini recipe for a fiery adaptation.

SHISO GIN

INGREDIENTS:

Dorset grown Shiso, Fresh Yuzu and Sudachi, Juniper, Coriander and Bay

TASTE:

Delicate shiso flavours of basil, mint and caraway are enhanced by sublime citrus and herbaceous notes for a gin that is smooth, refreshing and perfectly balanced.

WHY YOU'LL LOVE IT:

This gin is elegant and smooth with the delicate flavours of 6 botanicals, perfectly preserved by an expertly crafted distillation method, leaving an incredibly satisfying texture.

MADE WITH OUR OWN DORSET-GROWN PURPLE SHISO, THIS IS A DELICATE YET FLAVOURSOME LONDON DRY GIN. A BALANCE OF TRADITIONAL JAPANESE FLAVOURS OF SHISO, YUZU AND SUDACHI WITH ENGLISH BOTANICALS OF JUNIPER, CORIANDER AND BAY.



TELL ME MORE:

We've taken the approach of 'less is more' with only 6 botanicals, as opposed to the average 10+. This allows every ingredient to shine and be savoured, rather than passing unnoticed.

Shiso is a member of the mint family with a savoury herb-like quality that is likened to basil or caraway with a hint of citrus. We grow the purple Shiso leaves on the farm in Dorset. Yuzu is a cross between a wild citrus and a sour mandarin, with complex notes of lemon, grapefruit and mandarin while Sudachi is a citrus with a lime flavour and peppery, herbal undertones. The other botanicals, Juniper, Coriander and Bay, are a simple, more traditional collection of gin botanicals to balance with the Asian-inspired flavours.

Like all gin, the spirit starts as vodka: in this case, an artisan small batch vodka distilled specifically to improve the flavour of the gin. The botanicals are then added to the copper pot still, along with the vodka, and carefully distilled. The gin comes off the still at the top end of the London Dry Gin range: approximately 78% abv, which ensures the preservation of lectins. Many of our botanical components have a high oil content, so taking the gin off at this high abv is best for flavour extraction, as well as giving a satisfying texture. Special care is taken to avoid capturing tannins (bitter) anetholes (strong anise taste) or oily juniper which would overpower the delicate Japanese flavours we are working to showcase.



WE RECOMMEND: Paired with a good quality tonic water, this creates a divine G&T, make a Japanese Tom Collins with yuzu juice in place of lemon for a herbaceous, citrusy long drink.

SANSHO SPICED RUM

INGREDIENTS:

Sansho Berries, Okinawan Sugar, Togarashi Shichimi, Umeboshi, Smoked Soy Sauce, White Sesame

TASTE:

Top notes of smoky soy and sesame provide light oak & tobacco flavours typically found in an aged rum. Mouth-watering peppery citrus from the Sansho berries. Rich Christmas-cake sweetness from the base rum and Okinawan sugar. The rum is rich with treacly layers of sour citrus, rich umami and tingling spice which linger on the palate for a sublime finish.

WHY YOU'LL LOVE IT:

A superb quality, refined English rum made with 100% sugar cane molasses, the perfect base for this unique collection of Japanese seasonings. Excellent when poured neat over ice.

A COMBINATION OF UNIQUE JAPANESE FLAVOURS PRESENTED LIKE NEVER BEFORE ON THE BASE OF AN ENGLISH RUM. SANSHO IS DELICIOUS IN ITS OWN RIGHT, BUT ALSO ENHANCES THE ACCOMPANYING FLAVOURS OF UME PLUM, SOY AND BLACK SUGAR.



TELL ME MORE:

Distilled from scratch in England, this is a rarity among English rums and a sure sign of quality. English Spirit were the first to make rum in Britain, back in 2012 - they are undoubtedly the leaders in the field in Britain

Sansho Berries have been used in Japan to season food for thousands of years. They have a citrus flavour with a warm pepper finish and an incredible tongue tingling sensation. A natural flavour enhancer, they stimulate the taste receptors in the brain, increasing the flavour and aromas of foods in general. Okinawan Sugar has intense, complex flavours of molasses, smoke and spice with a bitterness that balances the sweetness. Togarashi Shichimi is a traditional blend of seven Japanese spices, noted for its depth of flavour and a warm, slow-burning heat. Umeboshi are pickled Japanese apricots (often referred to as plums) with an overall sour flavour that increases as they ripen. Our Smoked Soy Sauce is infused with the smoke of cherry wood, it has a powerful smoky umami flavour. White Sesame paste adds rich roasted nutty notes.

Fermentation is an often overlooked but important part of the production process. English Spirit ferment at lower temperatures with lower sugar content, making it easier to isolate the best flavours from the 'heads' of the spirit without including toxic elements that cause a burning sensation and poor taste. This is a superb quality rum in its own right - the perfect base for the unique collection of Japanese botanicals and seasonings.



WE RECOMMEND: Sip over ice for an indulgent nightcap. The deep flavours are delicious when paired with a sweet ginger beer or quality cola. It will work in any spiced rum cocktail, adding bold complex flavour.

YUZUCELLO

INGREDIENTS:

Fresh Yuzu, Fresh Lemon

TASTE:

A zesty explosion of fresh mandarin, grapefruit, lemon and lime, with a citrus zing that is balanced with light sugar sweetness. Mouth-watering citrus juice on the nose, with gentle citrus acidity and tingling charisma, followed by a final hit of sweetness and lasting zestiness.

WHY YOU'LL LOVE IT:

With a quality small batch vodka base, this liqueur is flavourful and energetic, delivering all of the famously aromatic and complex blend of citrus notes that Yuzu is known for.

THIS IS AN INNOVATIVE APPROACH TO CITRUS. FAR MORE REFINED THAN A LIMONCELLO, IT IS ZESTY AND JUICY BUT WITH ALL THE SUBTLETY OF THE FRUIT PRESERVED. EVERY PART OF THE YUZU IS USED TO CAPTURE AS WIDE A RANGE OF THE COMPLEX FLAVOUR AS POSSIBLE.



TELL ME MORE:

Known as the 'Queen of Citrus' in Japan, yuzu is a cross between a wild citrus and a sour mandarin. It originated, and grows wild, in central China and Tibet. Yuzu delivers a famously aromatic and complex blend of citrus with notes of mandarin, grapefruit and lemon; every part of the fruit is used to capture as wide a range of complex yuzu flavours as possible.

The liqueur starts life as a typically smooth, copper pot distilled potato vodka. This base spirit is distilled separately, then expertly combined with whole yuzu puree. The yuzu is supplemented with fresh lemons to ensure a balanced range of citrus flavour and acidity. Sugar is added, as is customary with liqueurs: this boosts the natural sweetness and highlights the fresh fruit flavours.

Yuzucello is distinct from limoncello, traditionally limoncello is made exclusively with lemon zest (no juice or pith), macerated in high strength alcohol for 4-5 days, then filtered, diluted and sugar added. By contrast, our aim here is to preserve the complex flavour of the whole yuzu fruit, while still producing a highly flavourful product that speaks for itself. It has the two typical hallmarks of a liqueur: it has more sugar and less alcohol than the spirit it started as.



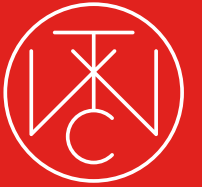
WE RECOMMEND: Perfect as an aperitif or digestif, particularly on a balmy summer evening. For a longer drink, simply add soda water and ice; for a sophisticated spritz it can be combined with prosecco.

MINIATURE PACK

Featuring a 5cl bottle of each of the four spirits, this is the perfect introduction for people who are new to the range, new to Japanese flavours entirely, or simply want to taste the entire collection!

We hope this set will truly encompass the Spirit of Japan for connoisseurs and novices alike, capturing an array of traditional Japanese flavours in one perfectly formed gift pack.





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