



MARULA

BRANDBOOK





Marula Gin

The ultimate gin experience that will take you on a journey through the heart of Southern Africa.

When taking a sip of Marula Gin, you are transported to the diverse landscapes of this region.



Forbidden fruit

To introduce you to Marula Gin, we'll take you on a trip to Namibia and the Miombo woodlands of Southern Africa.

This vast area is home to the *Sclerocarya Birrea*, also known as the marula tree. This tree produces tiny fruits, which measure barely two to three centimetres but have tremendous magic power.



This is the forbidden fruit of the elephant tree.

When locals such as monkeys, giraffes and even elephants dare to eat it, they end up on a higher plane, entering an unknown world.

The forbidden fruit of the elephant tree, also known as the marula fruit, has a distinctive sweet and tart flavor and is versatile to use in infusions. Which makes it an exquisite choice for gin production.

When it comes to making Marula Gin, the fruit is carefully selected and processed to extract its unique flavor. This locally sourced fruit is combined with a blend of botanicals, including juniper, coriander, lavender, orange blossom, and rose petals, to create the complex and delicious flavor of Marula Gin.



Why marula fruit in Gin?

One of the reasons why the marula fruit is so good for making gin is its unique flavor profile. The fruit has a sweet and tangy taste with notes of melon and citrus, which pairs well with the other botanicals that we selected. In addition, the marula fruit is known for its versatility and ability to complement a wide range of flavors, making it an ideal ingredient for crafting unique and delicious gins.

Marula fruit is also a sustainable ingredient, as it is harvested from wild trees and does not require extensive farming or cultivation. This allows for the creation of high-quality gin while also supporting local communities and promoting eco-friendly practices. We can conclude that the forbidden fruit of the elephant tree, or marula fruit, is an excellent ingredient for making high-quality gin because of its unique flavor and sustainable sourcing.

Overall, the forbidden fruit of the elephant tree, or marula fruit, is an excellent ingredient for making gin, and its unique flavor and sustainable sourcing make it an ideal choice for creating high-quality and delicious spirits like Marula gin.



Triple distilled gin

Inspired by the phenomenon of drunken elephants, an Antwerp gin connoisseur decided to bring this forbidden fruit and its magical powers to the people.

Now everyone can enter and experience this new world of the forbidden fruit. A journey of enchantment and exploration awaits. With each sip, a sense of wanderlust is ignited, inspiring you to venture forth into new horizons. And to create your own personal journey, you should experience our products the way you prefer, we let you decide how to drink Marula Gin.



LAVENDER

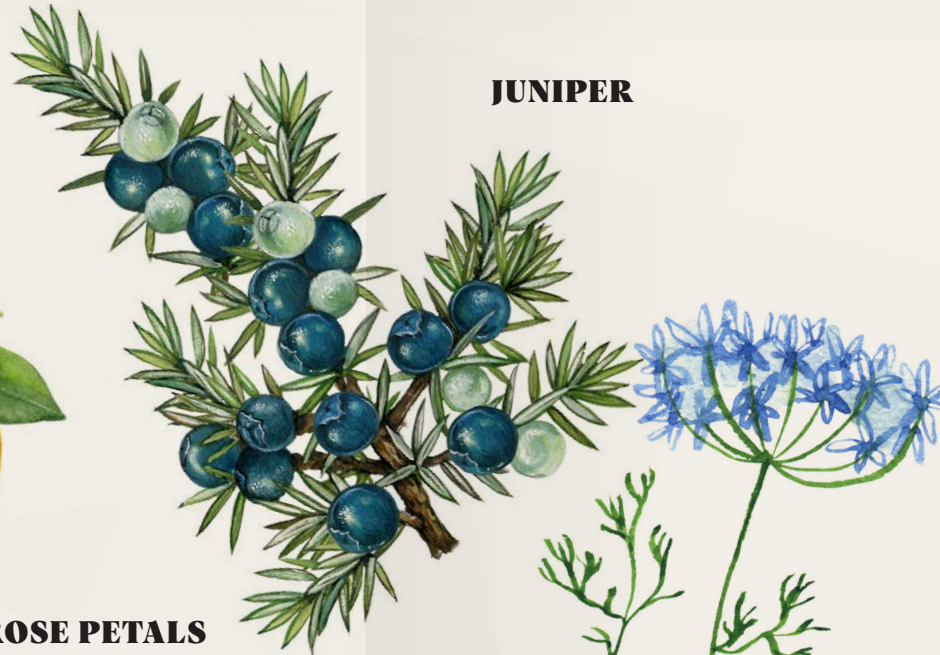
ORANGE BLOSSOM



ROSE PETALS



JUNIPER



CORIANDER

The Marula journey is made even more powerful by enhancing the fruit with carefully selected botanicals.

Coriander and juniper berries give Marula Gin its classic gin taste, while lavender and rose petals add a delicate floral aroma and flavor. Complex and well-balanced.

The orange blossom provides a hint of citrusy sweetness, perfectly balancing the tartness of the marula fruit.

These botanicals work in perfect harmony to create a truly exceptional gin that is both complex and well-balanced.



Full depth of flavor

Our gin is triple distilled in small batches using a traditional copper still, which allows us to capture the full depth of flavor from each botanical.

This artisanal process ensures a smooth and refreshing taste that is perfect for any occasion.

Whether you're a gin connoisseur or simply looking to try something new, Marula Gin is the perfect choice.

Discover the exotic flavors of Africa in every sip, and experience the true essence of craft gin-making.



Perfect choice

After refining our gin to perfection, we found ourselves craving a new adventure in the realm of spirits. We embarked on a quest to craft an exceptional coffee liqueur, one that would tantalize the taste buds and awaken the senses.



Awaken the senses

Drawing inspiration from the rich coffee heritage of Kenya, we carefully selected the finest Kenyan coffee beans to infuse with our Marula base. The result was a harmonious marriage of flavors that transformed into Café Marula.

As the smoothness of Café Marula touches your palate, it carries the distinctive aroma of freshly brewed coffee, subtle hints of chocolate and caramel. Each sip is a journey, where the rich, robust flavors of the Kenyan coffee beans blend seamlessly with the natural sweetness of the marula fruit. This perfectly balanced liqueur is your ideal companion for creating irresistible cocktails, like espresso martini.



MARULA GIN

Botanicals:
juniper, marula
fruit, orange
blossom, rose
petals, coriander,
lavender



CAFÉ MARULA LIQUEUR

Botanicals:
marula fruit,
Kenyan
coffee bean



MARULA GIN POME- GRANATE

Botanicals:
juniper,
marula fruit,
pomegranate,
rose petals,
coriander,
lavender





MARULA GIN

Origin	BELGIUM
Alcohol	40%
Contents	500 ML
Gin type	DISTILLED GIN
Gin colour	CLEAR

Botanicals:

JUNIPER, MARULA FRUIT,
ORANGE BLOSSOM, ROSE
PETALS, CORIANDER,
LAVENDER

The marula fruit grows on the marula tree or elephant tree, so called because elephants like to eat this fruit. The marula fruit starts to ferment in their stomach, making the elephants drunk.

Inspired by this phenomenon, we decided to create a new gin based on the marula fruit from Namibia. Other well-known, handpicked botanicals include juniper berries from Tuscany, lavender from Provence, rose petals from Bulgaria, coriander from India and orange blossom from Spain.



The blend of these fine ingredients from across the world results in a sensual gin with an exotic touch.



CAFÉ MARULA LIQUEUR

Origin	BELGIUM
Alcohol	24%
Contents	500 ML
Gin type	COFFEE LIQUEUR
Gin colour	BROWN

Botanicals:
MARULA, KENYAN
COFFEE BEAN

A delicious combination of caffeine-rich beans and the fruit of the African elephant tree. Café Marula is based on the marula fruit and a Kenyan coffee bean.

The strong floral flavour and high acidity of the coffee bean blends perfectly with the sweet taste of the marula fruit.



Ideal to drink on the rocks or in cocktails such as Espresso Marula.



MARULA GIN POMEGRANATE

Origin	BELGIUM
Alcohol	40%
Contents	500 ML
Gin type	DISTILLED GIN
Gin colour	PINK

Botanicals:

JUNIPER, MARULA FRUIT,
POMEGRANATE, ROSE PETALS,
CORIANDER, LAVENDER

Marula Pomegranate is a sensual, mellow, accessible gin with a soft pink colour.

Marula Pomegranate is strikingly sweet and has aromas of red fruits such as raspberry, wild strawberry and blackberry. The Pomegranate variant is based on Marula gin with pomegranate as the main flavouring and therefore contains the same basic ingredients.



Marula Pomegranate, the pink and fruity sister of the original.



Delicate balance



Perfect harmony

MARULA & TONIC

A simple but delicious twist on the classic G&T. Mix one part Marula gin with three parts tonic water. Serve over ice and garnish with a slice of fresh grapefruit.



DRUNKEN ELEPHANT

The signature Marula Gin cocktail. Mix one part of Marula Gin with three parts of grapefruit (grapefruit lower case) juice. Serve over ice and garnish with some rosemary.



MARULA MULE

This one is for the ginger lovers. One part of Marula mixed with three parts of ginger beer. Serve over ice and garnish with mint and a slice of lime.



ESPRESSO MARTINI

Take your espresso martini to the next level. Add ice, one part Café Marula, one part espresso and one part vodka to a shaker. Shake and strain in a martini glass, Garnish with three coffee beans.





Concern

© Elephant Whispers

Our cause: protecting elephant.

Because elephants are crucial for our journey, we closely work together with Elephant Whispers. This organisation commits to rescuing elephants and creates a safe environment for them. Through our financial contributions to elephant adoption and caretakers, our aim is to create a positive impact for these majestic and exceptionally intelligent creatures.



The Marula Back to the roots Safari

© Unsplash.com

A 10 day adventure to get back in touch with your core inspiration.

Break away from everyday life and immerse yourself in a new world. Discover Johannesburg, the Panorama Route, meet the elephants from Elephant Whispers and ofcourse the big 5. This all while staying in exclusive lodges surrounded by marula trees.

Elephants, cheetahs, buffalos, lions, rhinos, ... Feeling the might of these animals up close will give you a new perspective on life. You instantly feel like a small part of something way bigger. Join us for a Marula infused adventure, connect with your roots and discover ours.





MARULA
BAR SLIDE



MARULA
BOTTLE
OPENER



MARULA
GLASS



MARULA
COCKTAIL
JIGGER



MARULA
DECKCHAIR

POS Material

Marula gin is not only a delicious and unique gin, but it also offers a range of high-quality and stylish POS materials that are perfect for creating a memorable drinking experience. From glasses to deckchairs to bar slides, Marula gin offers a range of products that are not only functional but also beautifully designed.

One of the most important elements of enjoying a good gin is having the right glassware. Marula gin offers a range of glasses that are specially designed to enhance the flavor and aroma of the gin.

Spread



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Marula Family



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Monthly
update

Digital Roadmap

Marula gin is excited to introduce its digital roadmap, designed to enhance the customer experience and provide easy access to all things Marula gin. The digital roadmap includes a range of online platforms and resources that allow customers to engage with the brand, learn about the product, and connect with other gin enthusiasts.

One of the key elements of the Marula gin digital roadmap is its website, which provides a wealth of information about the gin, including its history, ingredients, and tasting notes. The website also features a store where customers can purchase Marula gin and its accompanying POS materials.

Another important element of the digital roadmap is social media, which allows customers to connect with Marula gin and other gin enthusiasts from around the world. Marula gin has a strong presence on platforms like Instagram and Facebook, where it shares photos, recipes, and other content related to the brand and the gin.

Finally, the digital roadmap includes other resources like a newsletter, which provides updates and news about Marula gin, as well as other events and promotions. By offering a range of online platforms and resources, Marula gin is committed to providing customers with a seamless and enjoyable experience, whether they are sipping on a gin and tonic or browsing the latest gin-related content.



MARULA

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