



Award-winning Elephant London Dry Gin

Elephant Gin (www.elephant-gin.com) is a premium handcrafted London Dry Gin of 45% alcoholic volume, made with carefully selected ingredients that capture the spirit of Africa. Inspired by the traditional sundowner experience after a day out in the African bush, Elephant Gin is produced for wildlife adventurers and urban explorers alike. Handcrafted in Germany with high quality production standards, the gin is distilled using fourteen botanicals, including rare African ingredients to create the gin's distinctive flavour profile.



The company also gives back to what inspired the gin in the first place. Elephant Gin contributes 15% of bottle profits to African elephant foundations to support the preservation of the endangered wildlife and help ensure that future generations will also be able to explore these magnificent landscapes.

Made in small batches, Elephant Gin is produced using the traditional method of copper still distillation. The botanicals include the savannah's "superfruit" Baobab, the extraordinary Buchu plant with a flavour similar to blackcurrant, and the African Wormwood introducing a sharp floral note. Locally sourced spring water, fresh apples and other select ingredients enhance the purity and smoothness of the gin's finish.

The gin's distinct nose first yields a subtle juniper aroma, with an undertone of mountain pine and other herbaceous notes. The taste is complex but strikingly smooth, encompassing floral, fruity and spicy flavours, which can be enjoyed both straight and in a cocktail.

Elephant Gin's bottles are custom-made, adorned with hand-written labels, embossed with a crest and sealed with natural cork. Each batch is named after past great tuskers or elephants that Elephant Gin's partners currently help to protect.

The team behind Elephant Gin are Robin and Tessa Gerlach, who were inspired to create Elephant Gin following their own travels as well as their work supporting foundations in South Africa. With a vision to conserve the wildlife they feel so passionate about, the couple decided to launch a product that would help conservation trusts. They strongly believe that this generation has a responsibility to support the African wildlife today, so others can continue to enjoy it in the future.

Elephant London Dry Gin has been honoured over the past few years with notable awards for its taste and quality



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About Elephant Gin

The founders were inspired to create Elephant Gin following their own adventures in Africa. In 2013, they developed the award-winning Elephant London Dry Gin (45%) that uses rare African botanicals and focuses on resolutely artisan production methods. In December 2015, the company complemented its portfolio with an aromatic Elephant Sloe Gin (35%) and in March 2017 introduced a full-bodied Elephant Strength Gin (57%).

The company strives to set an example of new entrepreneurial ways in which economic success, sustainability and social responsibility run alongside each other. With a strong belief that this generation has a responsibility to support the African wildlife today so others can continue to enjoy it in the future, the company proudly contributes 15% of bottle profits to partner foundations that are devoted to the conservation of the African elephant. Through product sales as well as fundraising events, the company has donated over € 500,000 to various anti-poaching activities and educational projects.

Elephant Conservation Efforts

Every year more than 35,000 elephants are shamelessly killed because of uncontrolled ivory poaching; that is one every 15 minutes. The company has made it a priority to contribute to the conservation and protection of these magnificent animals.

Elephant Gin donates 15% of its profits to inspirational African elephant projects:

Big Life Foundation is an anti-poaching organisation, which protects two million acres of wilderness in the Amboseli-Tsavo ecosystem of East Africa. Elephant Gin's contributions fund 45 rangers' salaries, rations & equipment (e.g. tents, rucksacks, sleeping bags).



Elephant Gin and Space for Elephants founded “**The Wildlife Spirit**” - an education centre located in the South African Lobombo Mountains, that focuses on teaching local youth and adults about wildlife conservation and gives visitors the opportunity to learn about elephants and their importance to the ecosystem.

The **Sheldrick Wildlife Trust** is known as the most successful orphan-elephant rescue and rehabilitation program in the world. Its elephant orphanage near Nairobi nurtures orphaned elephants who have been found in the wild - often either left behind when their mother dies due to poaching or other human intervention. Each baby elephant has the support of a dedicated team to nurse them back to strength and to rear them in such a way that they can return to the wild when grown. 15% of the profits from the miniature bottles goes to the Sheldrick Trust to support these initiatives.

More information

www.elephant-gin.com

www.facebook.com/ElephantGin

www.instagram.com/elephantgin/

www.twitter.com/ElephantGin

www.thewildlifespirt.com

Pressekontakt: Nadja Paul | Nadja@elephant-gin.com

Partner Foundations:

Big Life Foundation: www.biglife.org

The Wildlife Spirit www.thewildlifespirt.com

Sheldrick Wildlife Trust: www.sheldrickwildlifetrust.org