

# Flavour Guidance

Gin-Note, a proposed framework for providing consistent guidance on gin flavour for consumers, retailers , bartenders media etc.

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**The Gin Guild**

**Flavour guidance - guidance** on gin flavour for: consumers, retailers, bartenders, media etc.

With a significant growth in the number of distilleries producing gins there are now a growing number of gin styles and tastes that people are asked to navigate.

The Gin Guild flavour guidance (the 'Gin Graphic') is designed to allow consumers, retailers and others to benefit from access, across a wide range of gins, to a standard flavour summary of each of those gin brands, prepared by a brand themselves using a fixed and consistent framework, along side their own branding descriptions, to inform and educate and guide those seeking to explore the category.

The flavour guidance initiative aims to create a working and consistent categorisation that on the one hand allows brand owners to readily define their gin within prescribed parameters allowing description and differentiation from the proud distillers themselves, other than merely selling based on pure marketing 'puff' or (even) just based on bottle design, and, on the other hand, allows consumers, retailers and others, an improved ability to better gauge the flavour profile of a gin product, regardless of botanical content or production methodology.

The Gin Guild only recognises and permits use of Gin Graphic to describe distilled gin made fully in accordance with the EU Spirit Regulations so far as they apply to gin from time to time.

Gin Graphic is designed to help brands to communicate the unique characteristics of their gins.

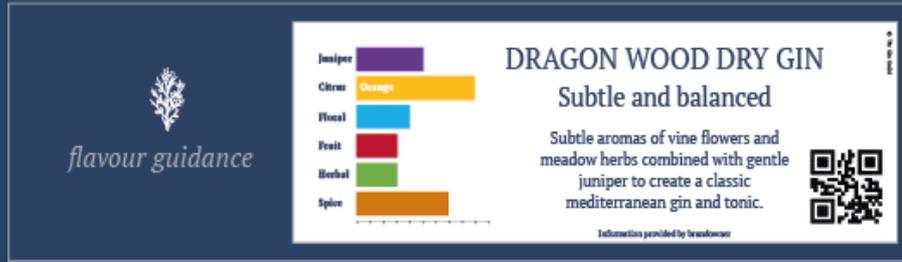
Gin Graphic consists of the following parts:

1. **Gin Graphic visual** - a visual representation of the general characteristics of a gin (scored by the brand concerned); read together with
2. **Brand Description** - a 20 word brand supplied free-hand prose description of a gin, allowing the brand to provide a more detailed picture, using their established brand message;  
And
3. **Two words** (selected by the brand itself from a list/template of recognised and standard keywords) allowing mouth-feel/palate/intensity to be reflected, so as to provide users with a complete picture of the gin.

The gin graphic is designed to quickly communicate the character of a gin in an easy-to-understand, visual way.

# Bottle tags

## Shelf POS/Print Booklet option



flavour guidance

**DRAGON WOOD DRY GIN**  
Subtle and balanced

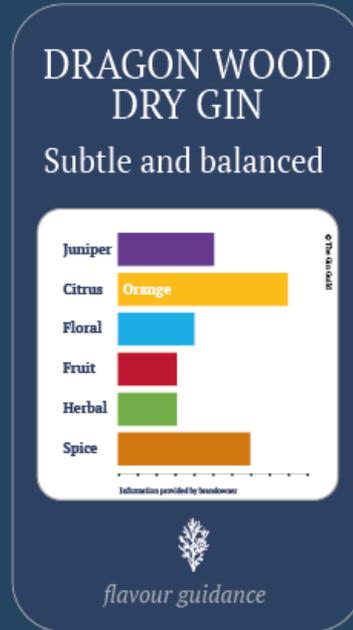
Subtle aromas of vine flowers and meadow herbs combined with gentle juniper to create a classic mediterranean gin and tonic.

Information provided by brandowner

Juniper	Medium
Citrus	High (Orange)
Floral	Medium
Fruit	Low
Herbal	Low
Spice	Medium



## Bottle stickers with Brand



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