

## **Unit 7 Thesis abstract**

### **From Botanicals to the Bottle**

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#### **Motivation**

In November 2015 my closed book essay for the WSET Diploma course was about the Renaissance of Gin. I found the history and new resurgence of gin interesting, and continued my research even after my paper was handed in. Living in an idyllic pre-Alpine area in Switzerland, located in the Unesco Biosphere, I am surrounded by «botanicals». Plants, flowers and herbs literally grow at my doorstep which is next to a wooded forest. Distillation is an everyday word here, as farmers ferment their fruits in the fall, producing annual bottles of «Schnapps» in the springtime. When I added thoughts of botanicals and distillation, the word gin was my conclusion! In this way the theme for my Unit 7 Thesis literally presented itself.

#### **Problem/Objective**

The challenge or objective that I decided to conquer was to not only to produce a technically correct gin, but rather to bring a gin onto the market with herbal and floral character that is recognizably Swiss. The flavor profile must be thought out tested. Distillation must be done in a traditional and handcrafted manner. I wanted to produce a gin that would convey Swiss-ness.

Choosing which botanicals to create the final recipe was a challenge. How much of each one and where to obtain them the second. What are «typical» botanicals? What flavors and aromas compliment each other? Most important was what happens to botanicals when they are distilled- what characteristics do they acquire?

My challenge was not only to create a product, but I had to market it as well. What would make this gin stand out from the often claimed oversaturated market?

There would be many hurdles along the way – from legalities to budget planning - from product packaging to marketing and of course the recipe creation itself.

#### **Methodology**

A lot of thought and research went into planning the final gin before a product could materialize.

#### **Budget**

This was my first decision to make. How much money could and would I invest in hope of getting back a return, or at least break even?

#### **Research**

Research ahead of time was imperative to understand botanicals, legalities, distillation, packaging and the market itself in Switzerland.

## **Timeplan**

A careful time plan had to be scheduled date to hand in my project would be met. Gathering of botanicals, delivery deadlines from suppliers, creation of labels and the product appearance, hand-work timing what happens when as well of distillation and bottling. On top of that the product packaging- the bottle the label, colors, size of bottle, suppliers had to be determined and price comparisons done.

## **Assistance**

It was clear to me from Day One that I could not complete this challenge alone. I had four people in mind to help, each specialists in their own field.

### Sandra Limacher, Aromatherapist

Sandra has endless knowledge of the world of botanicals and natural remedies. Her sense of smell and intuition for aroma and flavor combinations help in creating the final Edelwhite Gin recipe.

### Bruno Limacher, Distiller

Bruno is respected far and wide for his high quality prize-winning spirit production. I trust him as a local, qualified, and serious producer.

### Mark Grossenbacher, Graphic Designer

Mark would be responsible for the design, creation, packaging and marketing of a product that was to represent Swiss-ness on the inside and out.

### Heilpädagogische Zentrum Schüpfheim

The HPZ is an institution where children and teens with special needs live and attend school. They could help with handwork for the packaging of my gin in it's unique Edelweiss fabric gift bags.

## **Content**

My thesis contains the steps it took from the idea of collecting and purchasing botanicals to distill in a manner to present to a market worthy of quality and land made Swiss-ness.

The five main processes are:

- Creative process
- Trial and error to create the recipe.
- Distillation - hurdles, ups and downs
- Bottling, labelling, packaging
- Marketing and future plans

## **Conclusion**

What this paper is not is a report on if the current Gin Revival (Hype, Renaissance, Revolution, Craze) is coming – going – or gone. It is about my journey of creating of a hand crafted gin from beginning to end- or as I call it From Botanicals to the Bottle. It is about the trial and error of the 27 (out of 250 possible) botanicals that make up the final recipe.

It is clear to me that each and every Gin on the market today claims to be unique, special, out of the ordinary, and one of a kind – and yes, perhaps every gin is.

Well, at least Edelwhite Gin is!