



Mayfield Sussex Hop Gin
For Immediate Release
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Images can be found [here.](#)

DISCOVER A DIABOLICALLY DELECTABLE GIN, DRAGGED BY ITS NOSTRILS TO TENNESSEE

A diabolically delectable English gin is being dragged by its nostrils to Tennessee.

This is a tale of some very fine English craft gin, from the home of the good Saint Dunstan. The dramatic label depicts the story of Saint Dunstan & The Devil, an epic event, which as the story goes happened in the 10th century in Mayfield Village, East Sussex, Southeast England. The folklore tale of their encounter is revealed on the side of the bottle. The village is rich with history and folklore tales, with each Mayfield product revealing a piece of that story.

A single farm gin, dragged by its nostrils to Saint Dunstan's copper pot! Created by J.Arthur Rackham, a Master Maker & Blender with more than 40 years' experience creating award-winning spirit recipes, founder of artisanal spirits company Emporia Brands, liveryman of The Worshipful Company of Distillers and resident of Mayfield Village, East Sussex. J. Arthur Rackham set out to create a gin that reflected the beauty and history of his home village, based in the high weald of East Sussex, England. Mayfield is situated in the heartland of the traditional hop industry, with historic oast houses scattered throughout the countryside.

Mayfield Sussex Hop Gin starts on a single farm in East Sussex, where columns of hops rise to the sky. The signature botanical, Sussex Hop, was a wild hop found growing in local Sussex hedgerows. It is now cultivated by award-winning hop farmer Andrew Hoad whose family has been farming the Sussex soil for over five generations. Sussex Hop was used by J.Arthur Rackham in his gin recipe to add a wonderful citrus and hop character, adding a dynamic to the liquid that's unique and innovative.

J. Arthur Rackham's recipe consists of 8 natural and ethically sourced botanicals – Juniper Berries of course, Sussex Hop, Orange Peel, Lemon Peel, Corriander Seeds, Orris, Angelica and Liquorice. He starts with neutral sugar beet alcohol, which each botanical is individually macerated in. He then



moves to a 150-year-old copper pot still using a single botanical distillation method to obtain a super smooth distillate at 40% abv - 80° proof. Each botanical is distilled one by one, each taking half a day, four days' work in total with only the heart of the distillate being used, discarding the heads and tails. By crafting the gin this way and using a copper pot still, the distillate is soft and smooth. Finally a very slow reduction is made of the distillate using pure water, taking care not to shock the spirit.

"I'm thrilled Mayfield Gin has reached Tennessee. It's my second home!! It's a huge compliment that my English craft gin is now available in the liquor stores and bars. Mayfield Sussex Hop Gin is such a versatile spirit I can't wait to see what the Americans can do with it!" commented Master Maker & Blender, J. Arthur Rackham.

It is perfectly paired with a premium tonic water, served over ice, and garnished with a fresh slice of lemon. It's also devilishly delicious in classic and signature gin cocktails, including the Gin & Brew: The gin pairs delightfully well with a variety of different craft beers, a versatile blend that can be adapted with fresh lime or bitters to create a range of innovative Gin & Brews. Choose your sinner or saint side and indulge in the desirable libations - whether it's a Saintly Spritz or a Sinnergroni, you'll find a range of Mayfield Gin cocktail recipes at www.mayfieldgin.com.

Tasting notes: An enticing, zesty citrus nose leads the way. On the palate, there is more of the same, with a pure pine-and-spice juniper heart. The hops provide a floral note with a delicious subtle sweet bitterness and an elegant finish with notes of citrus orange.

Mayfield Sussex Hop Gin is proudly distributed in Tennessee by Best Brands, Inc., and is competitively priced for retail at \$29.99 a bottle.

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About Mayfield Sussex Hop Gin

Created by J.Arthur Rackham, Master Maker & Blender of Mayfield Distilling Company, East Sussex, England. Mayfield Gin was launched locally with over 400 local bars, pubs and retailers throughout Sussex. Mayfield Sussex Hop Gin is a premium craft gin made of 8 natural and ethically sourced botanicals, distilled in a 150 year old copper pot still. The label depicts the story of



St. Dunstan and The Devil, St. Dunstan's first encounter with the Devil, which as the story goes, took place in Mayfield Village in the 10th century. The village of Mayfield is rich with folklore tales and history, and with every Mayfield Distilling Co. product, a part of those stories is revealed. For more information visit www.mayfieldgin.com.

About Best Brands Inc.

Best Brands, Inc., is a family-owned and operated business proudly distributing beer, spirits and wine throughout Tennessee. Best Brands,

Inc., is a major force with an experienced management team and sales staff. Learn more at bestbrandsinc.com.

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