

# HRAFN GIN

**Hrafn** (pronounced *Ra-vn*) meaning **Raven** in Old Norse

## TWO RAVENS – TWO BROTHERS

For millennia, in the twilight world of myth, the raven has symbolised both intellect and insight. In Norse tradition, two ravens, *Huginn* and *Muninn* – meaning **Thought** and **Memory** – serve Odin, the King of the Gods. They are his winged scouts. His eyes over distant lands. They travel the nine worlds of the Viking cosmos and return with its secrets. HRAFN GIN takes inspiration from *Huginn* and *Muninn*, bringing together a thoughtful mix of soft spice and delicate mandarin to reveal a long, warm and memorable finish.

On a trip to Bruichladdich on Islay back in 2017, Callum and Peter Sim managed to get one of the first Gin Tours around Bruichladdich Distillery, home to The Botanist Islay Dry Gin. It was here they saw their gin still ‘Ugly Betty’. They had just emptied the still and the smell of botanicals in the air was remarkable.

Later that night, Callum and Peter were taking in the views of Islay and enjoying a glass of Laphroaig, a whisky with a deep taste and lingering finish. The brothers posed the question, “If we were to make a gin with such depth and finish as a Single Malt, how would you go about making it?”

They found themselves talking late into the night about making their own gin, what botanicals they would use, what they would leave out, what it would be called. Their visit to the Bruichladdich Distillery was the spark that set them on a gin making journey - this is where the fun began.

Callum has always been interested in Norse mythology and he even wanted to be a Viking when he was 4 years old! The clincher was when the two brothers were at Bruichladdich Distillery, a raven landed close to Callum as he looked at the botanicals from ‘Ugly Betty’ and just stared at him, and so a brand was born.

### NOTE TO EDITORS

Further information from Peter R Sim

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*Extract from HRAFN GIN | THE STORY*

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