

Sibling Distillery Launch Gin In Cheltenham

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In spring 2014 Sibling Distillery is launching its first premium small batch Gin. Based in the Battledown area of Cheltenham, Gloucestershire, the company is owned and run by four siblings, all under 23.?

This young quartet has accumulated a total of over 30 years of experience in the drinks and catering industries, growing up working alongside their parents in the family brewery, Battledown Brewery. Three of them have run their own successful businesses and between them have collected a variety of national and international awards. Working in restaurants and bars has helped all of them with their market research. "I love being part of the team, I find it very exciting. I am a thrill seeker and I look forward to playing a bigger role as soon as possible" says Digby, 15. With the aim of running businesses themselves they realised that their best business partners would be those they had grown up with for many years shared ideas and aspirations. "We are all fiercely competitive and extremely determined so I guess together we will be a force to be reckoned with" jokes Clarice, 20.

The Elliott-Berry's founded the company to produce a unique gin using their crystal distillery, a stunning revolutionary design made of glass and steel, the first of its kind in Europe. It allows them to monitor, observe and improve the gin at every step, ensuring absolute precision and accuracy. Felix, 22 explains "the still looks amazing when it's in action, the glass column is 12ft tall and very impressive. We are able to monitor and adjust during the run which makes blending unnecessary, so there is no compromise on flavour."

Inspired by their love of cocktails especially those containing gin, they belong to the new generation of gin-drinkers, always out to expand the horizon of this amazingly versatile spirit. Using water from the hills above Cheltenham, filtered and purified through a layer of naturally occurring Fullers Earth, Sibling produces a high quality 42% gin in a striking cubic bottle. Cicely says, "The Sibling brand came about very instinctively; it was less about 'designing' the brand and more about consolidating four people into one character."?? ??

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