

Protected spirit name

# Product specification for 'Dovey Native Botanical Gin'

Date of application 19/05/2022

File number S0009

## Competent Authority

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## Applicant

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Legal status, size and composition (in the case of legal persons): Limited Company

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## Intermediary (if applicable)

Third-country authority:

Name(s) of intermediary(ies):

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# 1. Name to be registered

'Dovey Native Botanical Gin'

# 2. Category or categories of the spirit drink

London Dry Gin- Category 22 in the Spirits Regulation 110/2008

# 3. Description of the characteristics of the spirit drink

## 3.1 Physical, chemical, and/or organoleptic characteristics

'Dovey Native Botanical Gin' is a craft gin produced in the designated Dyfi/Dovey UNESCO World Biosphere Reserve in mid Wales. The gin meets the definition of a 'London Dry Gin' as defined by Category 22 in the Spirits Regulation 110/2008.

The qualities, characteristics, and reputation of 'Dovey Native Botanical Gin' are derived from its forage-led distillate which is directly attributable to its geographical origin. Natural plant materials are commonly referred to as botanicals. All 'Dovey Native Botanical Gin' is produced from a minimum of 17 native botanicals which are foraged in a sustainable manner from within the Dyfi/Dovey UNESCO World Biosphere Reserve.

While the inclusion of key classic non-native botanicals places 'Dovey Native Botanical Gin' recognisably within the gin category, producing a balanced, high-quality distillate. It is these native botanicals which imparts the unique organoleptic characteristics to the final product.

### Principal characteristics of 'Dovey Native Botanical Gin'

#### Physical

- Categorized as a 'London Dry Gin'
- Each native botanical is minimum 1% by weight of the native components.
- Foraged components make up not less than 50% of non – juniper botanicals by weight and the juniper component makes up no more than 50% of the total botanical bill by weight.

#### Chemical

- Minimum alcoholic strength by volume 40% ABV

#### Organoleptic properties.

The overall organoleptic qualities stated below are as described in an independent Sensory Evaluation Report undertaken by the Food Technology Centre Wales.

<b>Organoleptic characteristic</b>	<b>Description</b>	<b>Independent sensory panel comments.</b>
Visual appearance	Clear not coloured	
Aroma	Within an aromatic range which combines identifiable alpha-pinene derived from juniper berries (as required by Spirits Drinks Regulations) with typicality of identified Dyfi/Dovey valley native botanicals.	“Impactful aroma characterised by spicy notes such as black pepper and aniseed, and a piney (juniper) character. Herbal, woody, grassy notes are most apparent along with a delicate floral quality.”
Taste/flavour	Taste/Flavour – complex diverse panorama of flavours from the individual and combination of native botanicals foraged from within the Dyfi/Dovey UNESCO World Biosphere Reserve	“Well balanced with no apparent ‘spikes’ in flavour or aftertaste”  Distinctive notes of pine, green/grassy and leafy flavour. Black pepper and woody and herbal (fennel type) notes combine with a medium bitter taste and a perfumed floral quality. Low level sweetness and citrus are also present.”

“Dovey Native Botanical Gin’ does not exhibit any overly dominating character from a single plant material other than the predominant juniper note, but rather the aromatic and overall flavor profile is a complex blend of different and notable characteristics. These are derived from the essential oils extracted during rectification from the plant components of the foraged native botanicals.

The plant components of the native botanicals can be divided into 3 main categories: - flower, leaf/needle and fruit/berry. Each of these components build a complex organoleptic picture similar to the diversity provided from a wildflower meadow. Floral components contribute fresh, heady perfumed floral top-notes to the finished product, leaf components contribute both primary herbal notes and secondary grassy character, whereas fruit and berry components tend to provide organoleptic base notes rather than primary aromatics.

### **3.2 Specific characteristics (compared to spirit drinks of the same category)**

‘Dovey Native Botanical Gin’ is classified as a ‘London Dry Gin’ as defined by Spirits Drinks Regulation 110/2008 – Annex II - Categories of Spirit Drink – Category 22

a) London gin is a type of distilled gin:

- i. obtained exclusively from ethyl alcohol of agricultural origin, with a maximum methanol content of 5 grams per hectolitre of 100 % vol. alcohol, whose flavour is introduced exclusively through the re-distillation in traditional stills of ethyl alcohol in the presence of all the natural plant materials used,
  - ii. the resultant distillate of which contains at least 70 % alcohol by vol.,
  - iii. where any further ethyl alcohol of agricultural origin is added it must be consistent with the characteristics listed in Annex I, but with a maximum methanol content of 5 grams per hectolitre of 100 % vol. alcohol,
  - iv. which does not contain added sweetening exceeding 0,1 gram of sugars per litre of the final product nor colorants,
  - v. which does not contain any other added ingredients other than water.
- b) The minimum alcoholic strength by volume of London gin shall be 37.5 %.
- c) The term London gin may be supplemented by the term 'dry.'

### **Differences between 'Dovey Native Botanical Gin' and other London Dry Gins.**

The key differences are in the following areas listed below; -

- Sensory profile
- Botanical Bill
- Method of distillation.
- Minimum Alcoholic strength
- Addition of sweeteners

#### **Sensory Profile**

The results from independent sensory analysis concluded that there were "clear differences" in the sensory profile of 'Dovey Native Botanical Gin' in comparison to the brand leader of London Dry Gin."

"'Dovey Native Botanical Gin' has a distinctive character of herbal, woody green and floral notes. Sensory attributes appear well balanced on the sensory profile with no apparent 'spikes' in flavour or aftertaste."

#### **Botanical Bill.**

Native botanicals: - For this purpose, the biogeographical definition of 'native botanical' is used, namely that the botanical is -naturally occurring to the ecosystem.

The unique characteristic of 'Dovey Native Botanical Gin' is that there are a large proportion (at least 17) of botanicals which are native wild Welsh botanicals all collected (or foraged) from within the Dyfi/Dovey UNESCO World Biosphere Reserve. This creates a product with a strong sense of place and provenance.

- 1 Each native botanical distilled in the gin imparts its own flavours and must be a minimum of 1% by weight of the native botanical components. In this way, every component has the potential to make a meaningful contribution to the grassy floral, herbal, and woody” characteristics of the product without compromising the organoleptic features required of the ‘London Dry Gin’ category. Where native botanicals are frozen as a method of preservation, the frozen weight forms the measured weight. Where native botanicals are dried as a method of preservation, the recorded fresh weight prior to drying forms the measured weight.
- 2 In addition, all the native botanicals foraged and used in the production of “Dovey Native Botanical Gin” makes up not less than 50% of non–juniper botanicals by weight and the juniper component makes no more than 50% of the total botanical bill by weight. This allows foraged components to make a clearly distinguishable contribution to the finished flavour profile, whilst still ensuring that the juniper component is dominant, as required by a London Dry Gin.

A preparation record is created when assembling the botanical blend for each batch of “Dovey Native Botanical Gin.” This record is retained within distillery records for a minimum of three years to confirm the minimum / maximum quantities and proportions of all botanicals used for any given batch of production.

A list of the main native botanicals used, and which plant components are used is listed in section 6.1.

Non-native botanicals; -

Although the predominance is the inclusion of wild native botanicals, ‘Dovey Native Botanical Gin’ is a high- quality product within the London Dry Gin category.

As such, non-native gin botanicals which contribute to typicity, balance and quality are permitted, as long as they are used in a proportion which would not detract from the properties imparted to ‘Dovey Native Botanical Gin’ from the chosen native wild botanicals.

By law, all gin must include juniper. Below is a list of some of the other main non-native botanicals which can be included in ‘Dovey Native Botanical Gin.’ This list is not an exhaustive list.

Juniper (*Juniperus communis*)

Juniper is also a native to the Dyfi/Dovey area, but its occurrence in the area (as in most British habitats) has been in retreat to the point of extinction due to overgrazing and disease. Juniper cones contain a complex blend of essential oils, but the dominant one is alpha-pinene, often expressed as providing a “pine forest” aroma. In ‘Dovey Native Botanical Gin,’ the juniper component makes up no more than 50% of the total botanical bill by weight.

Coriander (*Coriandrum sativum*)

Dried seeds of coriander appear in over 95% of the world’s commercial gins and are an important component to produce a balanced finished product.

Citrus

A key ingredient in most gins, citrus contributes a freshness which is a key balancing ingredient.

*Angelica (Angelica Archangelica)* and *Orris (Iris Germanica)*

Angelica and Orris are frequently used in trace quantities for their fixative properties rather than to contribute flavour.

The total number of botanicals (both native and non-native) included in 'Dovey Native Botanical Gin' is only limited by conformity of the above minimum proportions of the final product.

### **Method of distillation**

'Dovey Native Botanical Gin' is produced by rectification using a batch-operated column still which combines the traditional nature of copper pot batch production with a column still. This provides the specific technological advantages necessary to highlight the specific purity and complexity characteristics of the native botanical bill required to produce 'Dovey Native Botanical Gin.'

The distillation equipment used, allows precision distillation to take place enabling the distiller to have greater control throughout the distillation process as to when to make the 'distiller cuts' and to minimise the presence of less desirable characters in the final hearts\*\* cut.

#### **Key distillation terms**

\*The Heads (or Heads cut) – are the first compounds which are condensed and gathered during the initial phase of rectification. They contain characteristics which are not desirable in the finished product and are excluded.

\*\*Heart (or Hearts cut) – is condensed and gathered immediately after the Heads have been excluded and contains all of the unique flavours and aromas obtained from the native (and non-native) botanicals which are imparted into "Dovey Native Botanical Gin".

\*\*\*Tails – The final element gathered through rectification. This is not included in the finished product, as it contains secondary organoleptic properties which would detract from the complex blend of flavours which are derived from such a broad botanical bill)

### **Minimum alcoholic strength**

'London Dry Gin' has a minimum alcoholic strength of 37.5% whereas, 'Dovey Native Botanical Gin' has a minimum alcoholic strength of 40%

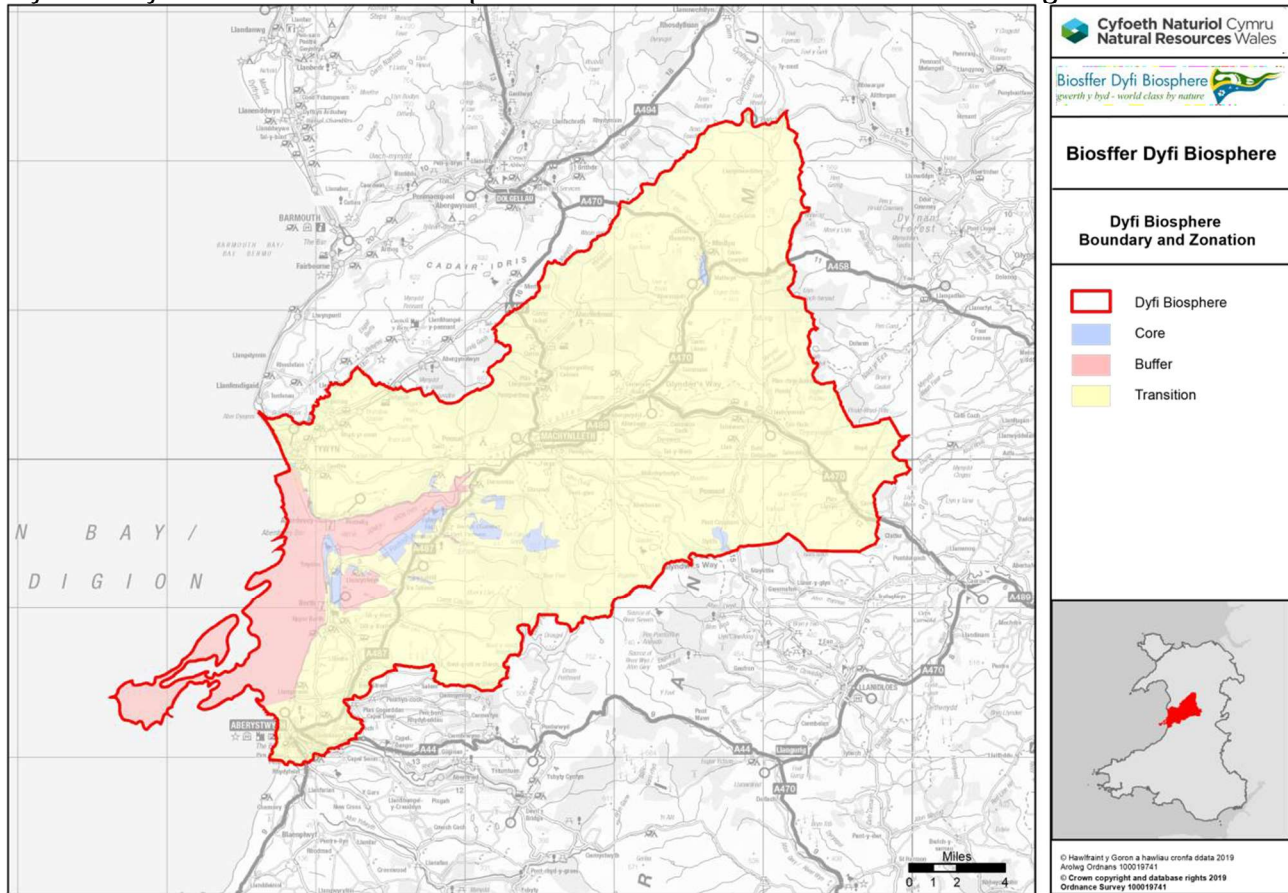
This slightly higher alcoholic strength is required to ensure that the complex botanical distillate can remain clear in colour without the need for intervention such as chill filtration, and so remain a genuinely 'craft' product.

**Sweeteners:** - No sweeteners are allowed in 'Dovey Native Botanical Gin,' in contrast a 'London Dry Gin' can add sweetener to a maximum level as stated above.

## **4. Definition of the geographical area**

## Description of the defined geographical area

Dyfi/Dovey UNESCO World Biosphere Reserve – based on the 2009 designated area.



## 5. Production method

Gin is a clear neutral spirit made by distilling fermented grain to which a number of botanicals are added, one of which by law must be juniper.

‘Dovey Native Botanical Gin’ is a craft small batch ‘London Dry Gin,’ its production involves 3 key production processes:

- Foraging
- Maceration
- Rectification

All these production stages must take place within the designated geographical area.

The process of bottling and packaging does not have to take place within the designated Geographical area.

### Foraging.

All ‘Dovey Native Botanical Gin’ must include a minimum of 17 native botanicals which have been sustainably foraged from within the Dyfi/Dovey UNESCO World Biosphere Reserve.



It is these native botanicals which are blended to impart their unique characteristics to the flavour and aroma of 'Dovey Native Botanical Gin' imparting "grassy floral, herbal, and woody" notes to the final product.

The component of the foraged plant material used will contribute to different flavour groups within 'Dovey Native Botanical Gin.'

The results from independent sensory analysis concluded that sensory attributes appear well balanced on the sensory profile with no apparent 'spikes' in flavour or aftertaste" and that 'Dovey Native Botanical Gin' has a distinctive character of herbal, woody grassy and floral notes."

'Foraging for native botanicals from within the region encourages and contributes to a more sustainable approach to production through the reduction in food miles (as most traditional gin botanicals are shipped from outside of the UK and often outside of Europe). In addition, foraged botanicals eliminate the use of pesticides and herbicides compared to farmed botanicals.

## **Maceration**

Maceration is the method by which botanical materials are softened by being added to liquid. For gin production, the liquid is an ethanol solution of between 40% and 50% alcohol by volume, being Grain Neutral Spirit (GNS), which has been reduced in alcohol content by the addition of water.

In order to achieve a balance of robust, rounded flavours with more delicate characteristics, different botanical components can be subject to different preparations. Temperature controlled maceration (between 30C and 40C) over 12 to 24 hours (in a mix of ethanol and water such that the ethanol remains between 40% and 50% alc/vol) ensures that botanicals with more robust structures (typically cones, berries and/or leaves) break down sufficiently to impart distinct organoleptic properties to the finished product. However, where this method is considered to be damaging to more delicate native botanical components, these can be added to the maceration mix immediately prior to rectification or kept separately in a 'vapour basket.'

## **Rectification**

The base distillate for making London Dry Gin is at least 96% alc/vol and must be of agricultural origin (known as neutral grain spirit, or GNS). At this level of ethanol concentration, any residual flavour component is negligible once it has been re-distilled with gin botanicals, and so plays no part in the finished product's characteristics, and so can be sourced and produced from outside the designated geographical area.

The important role played by the subsequently diluted GNS is to release the flavour compounds from the botanicals used during this re-distillation (rectification) process with the addition of heat, where the ethanol-based vapour carries those flavours until being condensed back to liquid form. Both classic and local native botanicals will have been either added to the diluted GNS at some point prior to re-distillation commencing, and/or suspended within the pathway of vapour. Both methods will extract flavour compounds from the botanicals, but with different stylistic results.



The distiller's role here is to firstly ensure that the botanicals used for the production of Dovey Native Botanical Gin will create a harmonious, complex, and locally led balance of finished flavours, but also to identify and isolate the components which will otherwise detract from the expression of those flavours. An example of the latter is and how and when to isolate the latter part of the production run, commonly known as 'tails,' whose negative contribution would compromise freshness and clarity of desirable botanical flavours.

'Dovey Native Botanical Gin' is produced in a batch-operated column still which allows the distiller to practice "precision distillation." The batch--operated column still, combines the typicality of traditional copper pot batch gin production with a column still which provides the technology to enhance the complexity of the native botanical blend.

'Dovey Native Botanical Gin' is not subjected to any ageing process after rectification has been completed which would introduce colour or further flavour to the final product prior to bottling.

The only botanical flavours in 'Dovey Native Botanical Gin' are imparted through the process of rectification, and so no colour is transferred to the final product.

Specific characteristics of the distillation equipment used in the rectification of "Dovey Native Botanical Gin".

<b>Specific characteristic of distillation equipment</b>	<b>Precision distillation benefit.</b>
Pot with heated jacket (oil or water based) and fitted with agitator.	To provide a more even heat source to reliably distribute heat and reduce the incidence of cool spots. This reduces the risk of any 'Tails' *** characters entering the 'Hearts' ** run. In addition, it reduces the risk of any pot-based botanicals being subjected to maillard reaction (a chemical reaction between amino acids and reducing sugars) which would be detrimental to the freshness and complexity in the finished product.
Use of dischargeable bubble plates and dephlegmator within the main column still	Allowing more accurate and efficient separation of undesirable characteristics to achieve a clear separation between the primary botanical flavours characteristic of the hearts run, and the 'off' flavours from the 'Tails***' run. The resulting purity of native botanical flavours is characteristic of "Dovey Native Botanical Gin".
Use of 'vapour basket' during the distillation process	Allows the more delicate native botanical components to be located further away from the heat source and not subject to a direct boil. This can be appropriate for more delicate botanicals.

Although the bottling and labelling process can take place within the designated

geographical area, this is not a mandatory requirement.

## 6. Description of the link between the spirit drink and its geographical origin

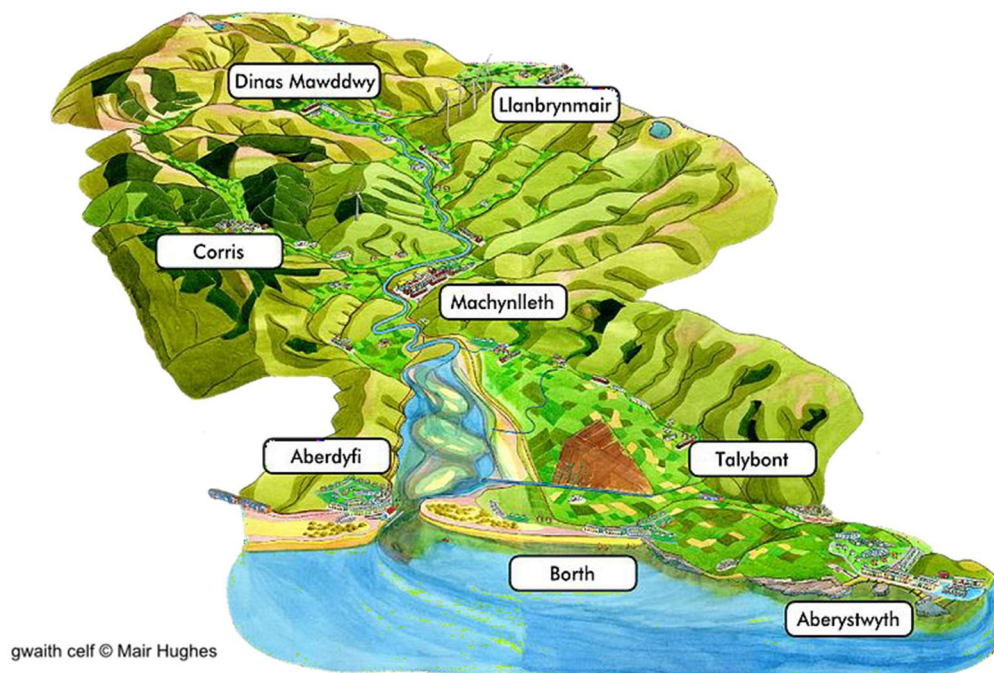
The link between 'Dovey Native Botanical Gin's specificity, to the designated geographical area is a combination of both natural, and human factors.

### 6.1 Details of the geographical area or origin relevant to the link

Natural factors

There are over 700 UNESCO World Biosphere Reserves globally, but only one - the Dyfi/Dovey reserve, is located in Wales. The area has a very low population (circa 26,000) but it is a population recognised by UNESCO for its contribution to a sustainable world.

The Dyfi/Dovey UNESCO World Biosphere reserve was first designated in 1970 and then extended in 2009. The reserve comprises of 845 square kilometres of which 765 square kilometres are land and 80 square kilometres are sea. It contains 5 Natura sites and over 30 Sites of Sites of Special Scientific Interest (SSSIs) and includes an area preserved by Montgomery wildlife trust. The reserve stretches from the Snowdonia foothills through the Dyfi/Dovey forest and down to the estuary marshlands.



Habitats vary from high peat moorland through wide estuary to sand dunes, encompassing broad-leaved woodland, coniferous woodland, farmland, saltmarsh, and large lowland peat bog. The area includes, 1370 ha of mire including 'Cors Fochno' from where Bog Myrtle - (one of the important components of 'Dovey Native Botanical Gin') is foraged. 70 % of the land in the reserve is farmed with the majority of farms managed according to agri-

environmental schemes such as Glastir.

The area is a botanically diverse area and is recognised and respected internationally, nationally, and locally for the diversity of its natural beauty, heritage, and wildlife. Lewis Meredith (1826-1891) published his book of verse, [Blodau Glyn Dyfi](#) in 1852, as a dedication to the Dyfi/Dovey and its diverse range of flora. The Dyfi Distillery and Welsh Government collaborated to translate its section, "[Dyffryn Dyfi](#)" from Welsh into English in 2018.

It is the combination of environmental factors within the designated area which provides a wide range of native species across coastal, river valley, uplands, and mountain habitats. The wide range of indigenous species consequentially available (and their growing conditions) provide the basis and opportunity for the diverse flavour combinations which would not be achieved elsewhere.

Some of the key native botanicals which are located and foraged from within the designated geographical area to impart their flavour and taste to 'Dovey Native Botanical Gin' are listed below. This list is not an exhaustive list.

**Plants native to the area- component used.**

Bilberry ( <i>Vaccinium myrtillus</i> )	fruit
Birch ( <i>Betula Pendula</i> )	leaf
Bog Myrtle ( <i>myrica gale</i> )	leaf
Bramble ( <i>Rubus fruticosus</i> )	fruit
Bramble ( <i>Rubus fruticosus</i> )	leaf
Cleavers ( <i>Galium Aparine</i> )	leaf & stem
Crab Apple ( <i>Malus sylvestris</i> )	fruit
Elder ( <i>Sambucus Nigra</i> )	berry
Elder ( <i>Sambucus Nigra</i> )	flower
Gorse ( <i>Ulex Europaeus</i> )	flower
Hawthorn ( <i>Crataegus</i> )	berry
Hawthorn ( <i>Crataegus</i> )	flower
Heather ( <i>Calluna Vulgaris</i> )	flower
Honeysuckle ( <i>Lonicera Periclymenum</i> )	flower
Meadowsweet ( <i>Filipendula Ulmaria</i> )	flower
Nettle ( <i>Urtica dioica</i> )	leaf / stem
Red clover ( <i>Trifolium pretense</i> )	flower
Rose ( <i>Rosa Acicularis</i> )	berry (hip)
Rowan ( <i>Sorbus Aucuparia</i> )	berry
Scots Pine ( <i>Pinus Sylvestris</i> )	needle
Sloe ( <i>Prunus spinosa</i> )	berry (sloe)

The climate and soils in the area are a determining factor as to the type and range of the native botanicals.

Wales has a mild, moderate, maritime climate which is heavily influenced by the Gulf Stream. Sea temperatures influence air temperatures and are supplied by the prevailing South Westerly winds off the Atlantic. Extremes of hot or cold are rare and onshore winds warmed from coastal tides results in a very low occurrence of either frost or snow.

Rainfall in the area can vary from total annual rainfalls exceeding 2000mm in areas of

greatest elevations to 1000m in coastal regions. The Dyfi/Dovey valley is in West Wales which is amongst the sunniest and mildest parts of Britain, but coastal regions are very exposed to westerly winds.

The Dyfi/Dovey valley has a very wide altitudinal range from 905m (at Aran Fawddwy down to the estuary where the Dyfi/Dovey river flows into the Irish sea. Above the floodplain, the relief is characterised by steep hills and mountains between a fluvially incised landscape. Geology succession spans mid-Ordovician to mid- Silurian periods with main soil types being podzolic soils, ground water gleys and peat soils.

The above environmental factors, create and sustain growing conditions for a particularly diverse flora. This forms the basis for producing botanically complex gins, which would not be available in areas which are intensively farmed or have less diverse factors.

Human factors – skills and knowledge of local production

‘Dovey Native Botanical Gin’ is recognised as a true ‘craft’ gin, where it is the skill and passion of the individual master distiller, that determines the recipe. The skills and knowledge, required to produce “Dovey Native Botanical Gin” have developed within the designated geographical area over time.

The particular skills can be divided into three main areas: -

- 1) Skills associated with foraging wild native botanicals in a sustainable manner.
- 2) Skills associated with precision distilling a craft botanical gin.
- 3) Skills associated with the preservation of foraged native botanicals.

Skills associated with foraging wild native botanicals in a sustainable manner; -

All native botanicals foraged from within the designated geographical area are either; -

- on private land where permission has been expressly granted.
- on common land,
- or on nature reserves where foraging for subsequent rectification is specifically written into their Land Management Plans.

Any foraged materials harvested for the production of ‘Dovey Native Botanical Gin’ must have been gathered by, or under the direct supervision of, a person or persons who have experience in sustainable foraging. This ensures that the foraging is practiced in a way that does not compromise future species populations or biological communities from which the native botanicals are foraged. All foraged materials harvested are entered into a ‘Received Botanicals Record Sheet’ which is held by the distillery, confirming their provenance and who has undertaken or supervised that harvest.

The main skills required for foraging in a sustainable manner are listed below; -

- Skill in identifying individual plant species and researching their edible properties. Knowing which plants are fragile plants and/or rare plants which should be left alone.

- Knowledge of native botanical properties and what these properties can bring to the organoleptic characteristics of 'Dovey Botanical Gin' both individually and in combination.
- Knowledge of what component of the plant is best to harvest e.g. leaves, fruit. Parts of the plant, such as tubers and bulbs which are needed for the plant to grow again should not be foraged.
- Knowledge of when is the best time to harvest which will vary year to year depending upon seasonal variations. The majority of the native botanicals used in 'Dovey Botanical Gin' are collected in Spring and Autumn, however typically the foraging season starts in January and finishes in November.
- Knowledge of how to harvest - native botanicals should only be foraged when they are in abundance, and one should never collect more than 10% of material available.
- Knowledge of the location of where native botanicals grow, and any specific laws which may apply to the land regarding the ability to forage. Foraging is not allowed of any plant material protected within a Site of Special Scientific Interest (SSSI) and all foraging must adhere to the Wildlife and Countryside Act 1981 which makes it an offence to forage for any plant material listed as protected within the Act and/or to uproot any wild plant without the land-owner's permission.

Skills associated with precision distilling a craft botanical gin producing a forage-led distillate.

- to decide when to make the distillation cuts in order to consistently produce the desired characteristics which are unique to 'Dovey Native Botanical Gin.' It can take years to develop the skill for the exact timings of when to make these distillation cuts and is a skill which combines both science and craft.
- precision distilling is required to best highlight native botanical features. This is first established by the skill and experience of the distiller through nosing and tasting the progressive stages of distillation. Subsequent consistency of quality and style is then confirmed through the scientific data collected during distillation.
- to hand select the botanical bill. Whilst a minimum 1% is required for each native botanical present, experience is required to establish the quality of the botanicals selected and that each component is present in such a proportion to impart character but not overpower the final blend.
- to determine which maceration technique is suitable depending upon the properties of the individual or combination of native botanicals. Allowing for maximum control over maceration temperatures.
- to run the stills, precision distillation requires extreme attention to detail.

Skills associated with the preservation of native botanicals.

- to understand different preservation methods required, such as vacuum, freezing and drying.
- to understand any food safety implications associated with the above



## History and reputation of gin making in the Dyfi/Dovey UNESCO World Biosphere Reserve; -

The reputation for gin making in the Dyfi/Dovey valley now acts as one of the main reasons for visitors to visit the area. Dyfi distillery is a prestigious distillery located in the Dyfi/Dovey valley. The distillery was established in 2015 and was listed as one of 'The independents' Top Ten UK Gin attractions of 2018. Gin making in the Dyfi/Dovey area, makes a significant contribution to the local rural economy and the Dyfi/Dovey valley was recognised by the Daily Telegraph in 2019, as a 'Gin Mecca'.

Dyfi distillery produces provenance-based gins, all of which feature a significant contribution from locally harvested botanicals. The Dyfi distillery was the first distillery to receive the accreditation UN Sustainable Development. This qualifies the distillery for association with the UN Support the Goals 2030 project.

### **6.2 Specific characteristics of the spirit drink attributable to the geographical area**

"Dovey Native Botanical Gin" is a distinct product produced from within the Dyfi/Dovey UNESCO World Biosphere Reserve.

The product possesses specific qualities from: -

- 1) the inclusion and predominance of wild Welsh native botanicals which are sustainably foraged from within the designated geographical area.
- 2) the method of precision distillation by skilled local craft distillers. This skill and knowledge have developed from within the designated geographical area.

It is the combination of both these natural and human factors which define the unique characteristics of 'Dovey Native Botanical Gin' The gin, is, as mentioned in section 3.2, very different from other gins within the London Dry Gin category.

The results from independent sensory analysis concluded that "there were clear differences in the sensory profile of 'Dovey Native Botanical Gin' in comparison to the brand leader of London Dry Gin" and that Dyfi Pollination Gin (which is a Dovey Native Botanical Gin) has a distinctive character of herbal, woody green and floral notes.

These differences are predominantly due to the foraged native botanicals which are included in the overall botanical bill, and which are intrinsically linked to the designated geographical area from where the product is produced.

The microclimate and soils in the Dyfi/Dovey World Biosphere Reserve produces a range of habitats with diversity of flora, aromatic leaves, and conifer tips. These native botanicals are included in the gin in sufficient quantities to produce a real difference in aroma and flavour - as highlighted by independent sensory analysis which was undertaken on the product.

It is the inclusion of the diverse range of native botanicals from the biosphere, which provides the flavour profile in the gin which could not be achieved elsewhere. As the native botanicals grow in close proximity to the distillery they are used or preserved shortly after being foraged ensuring their flavour profiles are at an optimum.



Aroma - “Impactful aroma characterised by spicy notes such as black pepper and aniseed, and a piney (juniper) character. Herbal, woody, grassy notes are most apparent along with a delicate floral quality.”

Flavour - “Well balanced and distinctive notes of pine, green/grassy and leafy flavour. Black pepper and woody and herbal (fennel type) notes combine with a medium bitter taste and a perfumed floral quality.”

In order to produce Dovey Native Botanical Gin within the designated geographical area, requires very close collaboration of the skill and knowledge from both the forager and the distiller.

The forager uses his/her knowledge of foraging to identify native botanicals, which plant component is required and how to sustainably harvest the chosen native botanical. The distiller’s skill is, in knowing what qualitative properties each native botanical brings to the overall botanical bill and how to handle the delicate native botanicals during maceration and rectification to ensure their desired contribution to the final end product.

A minimum of 17 native botanicals are hand selected, and each of these native botanicals imparts its own flavours and must be a minimum of 1% by weight of the native botanical components. In this way, every component makes a meaningful contribution to the final flavour profile of the gin.

In addition, all the native botanicals foraged and used in the production of “Dovey Native Botanical Gin” makes up not less than 50% of non–juniper botanicals by weight and the juniper component makes up no more than 50% of the total botanical bill by weight. Foraged components therefore make a clearly distinguishable contribution to the finished flavour profile. Whilst all London Dry Gins dictate that the juniper component is dominant, with this gin, this is carried out but not at the expense of the unique contribution made by native botanicals.

Precision distillation and skills and knowledge of the distiller is required to enable the distiller to have greater control throughout the distillation process as to when to make the distillation cuts in order to consistently produce the desired characteristics which are unique to ‘Dovey Native Botanical Gin.’ Distilling skills are also required to determine which maceration technique is suitable depending upon the properties of the individual native botanicals.

The batch-operated column still used, provides the specific technological advantages necessary to highlight the specific purity and complexity characteristics of the native botanical bill required to produce ‘Dovey Native Botanical Gin.’

The distillation equipment used, allows precision distillation to take place enabling the distiller to have greater control throughout the distillation process as to when to make the ‘distiller cuts’ and to minimise the presence of less desirable characters in the final hearts\*\* cut.

‘Dovey Native Botanical Gin’ is a product that epitomises a strong sense of place and provenance. As can be seen from the quotation below from Ian Buxtons ‘Gin – The Ultimate Companion 2021 the gin clearly has the reputation of a specific product inextricably linked to the geographical area from where it is produced.

- “How green was my valley. Well very in the case of the Dyfi valley on the edge of Snowdonia National Park. So green in fact UNESCO have designated it a World Biosphere Reserve. in this special, but fragile place, brothers Pete and Danny Cameron make their ‘Dovey Native Botanical Gin’ with locally foraged rowanberries, rosehips, sloes, hawthorn, elder-flower, bog myrtle, bramble and birch leaves, meadowsweet, cicely heather and lemon balm.....”

## **7. Labelling and packaging**

## **8. Inspection Body**

Name: HMRC (HM Revenue and Customs)

Full address(es):

Telephone:

Email:enquiries.sdvs@hmrc.gsi.gov.uk

Spirit drink product specification template P

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