



★ UNCLE VAL'S *Botanical* GIN ★
HANDCRAFTED

DISTILLED 5X AND INFUSED WITH UNCLE VAL'S FAVORITE BOTANICALS,
THE SAME KIND HE GROWS IN HIS GARDEN BACK IN LUCCA, ITALY.



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Gin

Uncle Val's is a small-batch botanical gin inspired by Zio Valerio's (zio means 'uncle' in Italian) love of gardening and Tuscan cuisine. The botanicals were chosen because they're not only Uncle Val's favorite cooking ingredients, but also happen to make a truly unique and smoothly delicious gin.

Botanicals

- JUNIPER** *The quintessential gin ingredient, juniper adds a dash of that distinctive "gin" taste to Uncle Val's.*
- CUCUMBER** *Adds a cooling effect to the taste, along with subtle freshness cues.*
- LEMON** *The citrus zing provides balance among the botanicals, along with the added benefit of crispness.*
- SAGE** *More for the nose than tongue, sage is derived from the phrase "to be saved" and has been held in high regard throughout history for both its culinary and medicinal properties. It helps you feel more alert, calm and contented.*
- LAVENDER** *Imparts a pleasant floral sensation. Historically used for its calming effect, it reduces stress and aids in sleep.*

Taste

Uncle Val's presents a complex and subtly pleasing sensation of flavors.

On first nose, you'll notice crisp aromas of sage and juniper. At first sip, you'll taste bright lemon, which then gives way to a warm, spicy, lavender finish. Gourd undertones, courtesy of the cucumber are noticeable as you breath out. As you drink more, the cooling effect of the cucumber moves to the middle of palate. Each sip bolsters the botanical flavors, which seem to reside deeper in the palate, along with a continuous presence of piney juniper.

Design

Inspired by bitter bottles from the 18th and 19th century, Uncle Val's bottle was manufactured in Italy and possesses strong, tapered shoulders and a dark green, antique hue. The label is also reminiscent of old world spirit labels, featuring an ornate cursive font, a tastefully understated color palette and a Roman coin styled illustration of Uncle Val. Each bottle will have one of three bottom labels featuring some of Uncle Val's more notable sayings. Together, the bottle, labels and, of course, gin evoke a dedication to craftsmanship that is still very much alive in the old world of Uncle Val's Italy.

Numbers

Men with Uncle Val's unique wisdom and warmth are rare. Likewise, Uncle Val's is decidedly small batch. Each bottle is hand-numbered and carefully placed in cases of six 750-ml bottles.

Suggested Retail

\$39

