

## **Brand Story**

### **Our Manifesto**

We rise each day to create. And believe that true creativity begins with playful exploration, the freedom to cast vibrant colours around, to mix all sorts of ingredients together until we hit the business.

Makers, creators, innovators, life lovers—welcome to our tribe. At heart, we're an eclectic, inclusive and compulsively collaborative bunch who love to bring people together through a shared passion for creativity, good times and artisanal excellence.

From the get-go, we've engaged with botanists, expert distillers, perfumists, gin geniuses, foragers, mixologists, food legends, local growers, award-winning designers, emerging writers and artists, even the odd volcanologist— just a few of our unique New Zealand ingredients.

### **Our Values**

If creativity gets us out of bed, then passion feeds our soul. Our excessive passion and love for our craft fuels our output and grows NDC's unique tribe culture. We're proud to say that we never stop learning, that we're intensely curious, and that we aspire to make the world a better place.

Our passion is hugely connected to our love for humanity, the earth we live on, and our fellow-tribe members. We're in it together. No matter who you are or where you're from, the same passion that inspires us to create, inspires us to connect and share our knowledge and experiences with you.

The desire to grow our tribe stems from a deep dedication to transparency. We don't have secret recipes and hidden processes; we don't believe in smoke and mirrors. We simply craft great beverages for like-minded people who want to share good company and learn how their gin, vodka and whiskey is made.

### **Our People**

Hailing from Kapiti Coast, New Zealand, NDC founders Blair and Ricardo met 15 years ago and have been best-mates and business partners since. They first bonded over a cocktail or two. Their mutual interest in the art of enjoyment and all things food and beverage, and their insane work ethic, has seen them play a significant role in the New Zealand hospitality scene.

Blair and Ricardo own and operate three independent restaurants and bars, recently adding NDC to their portfolio. They don't just jump on trends, they create them. Their humour, warmth and generosity coupled with their restless creative drive means that they're always moving, connecting, developing and exploring—having a lot of fun and making life-long friends on the way.

### **Our Distillery**

Designed in the 1930s, and part of an architectural movement known as the 'Chicago School', NDC's working Distillery is on the world-heritage circuit and the perfect setting for creative enterprise.

A symbolic monument to Gerhard Husheer, one of New Zealand's foremost industrialists and leading philanthropists, we're more than honoured to be the new custodians of this one-of-a-kind building.

Currently, we're taking great pleasure returning the historic site to its former glory, converting the opulent foyer and adjacent rooms into a world-class working distillery, and eventually, a spirituous tasting bar.

**Our Vision**

We live in a world that needs a lot of healing. We aspire to be part of a positive and future-focused movement towards change. The new order we want to create is one that protects our natural environment and actively innovates to turn the tide against climate change.

Our tribal ethos means that we're all about grass-roots solidarity, listening to the wisdom of our senses and fostering authentic human-connection. The world we're actively creating is one where less is more and where quality supersedes quantity.

Along with zero-discrimination and zero-waste policies, we use organic, foraged botanicals and raw ingredients, pure sustainably sourced New Zealand volcanic water and champion grain-to-glass partnerships with local growers.

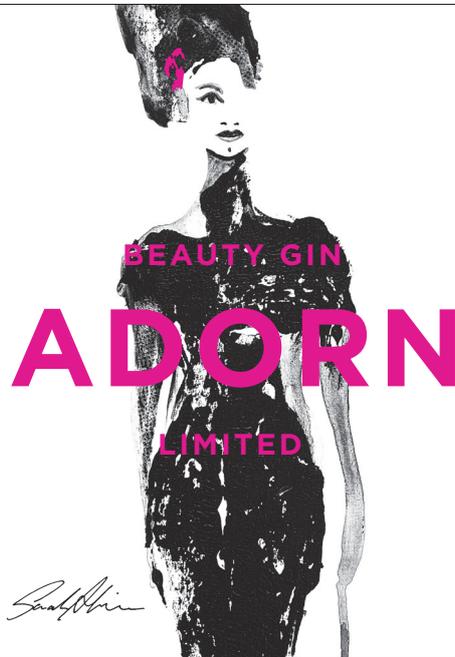
Inspired by botanicals found in luxury New Zealand skincare, The National Distillery Company's limited release, Adorn Gin, celebrates nature's power to beautify.

[www.nationaldistillery.nz](http://www.nationaldistillery.nz)

Our signature dry bouquet of seven core gin aromatics have been artfully expanded with a symphony of florals including native New Zealand flax seed, rose petals, organic rosehip, and chamomile to produce a beautifully balanced botanical gin with hints of luscious, sweetness and a distant lingering florality.

Abv - 42% Vol - 750ml

Art by Sarah Albisser - [sarahalbisser.com](http://sarahalbisser.com)



Standard Drinks  
31.5



EST. 2019

Please Recycle



The National Distillery Co. Ltd,  
1 Ossian Street, Ahuriri, Napier,  
Hawke's Bay, New Zealand.



BOTANICAL SPIRIT V I R T U E BOTANICAL SPIRIT

VIRTUE - NEW ZEALAND BOTANICAL SPIRIT

New Zealand's original, low alcohol botanical spirit. Inspired by a traditional London dry gin bouquet, Virtue tastes like a classic dry gin, enlightened. Juniper led with a supporting duo of lemon and flaxseed, Virtue is the ideal low alcohol spirit for any occasion where you need to shine.

Traditional pine and citrus notes are embellished and guided to a deeper place by the unctuous, yet finely structured tones of New Zealand Orris root.

[www.nationaldistillery.nz](http://www.nationaldistillery.nz)



THE NATIONAL DISTILLERY CO LTD.

1 Ossian Street, Ahuriri, Napier,  
Hawke's Bay, New Zealand.

EST. 2019



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Approx. Standard Drinks  
12

Batch No. | 3



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