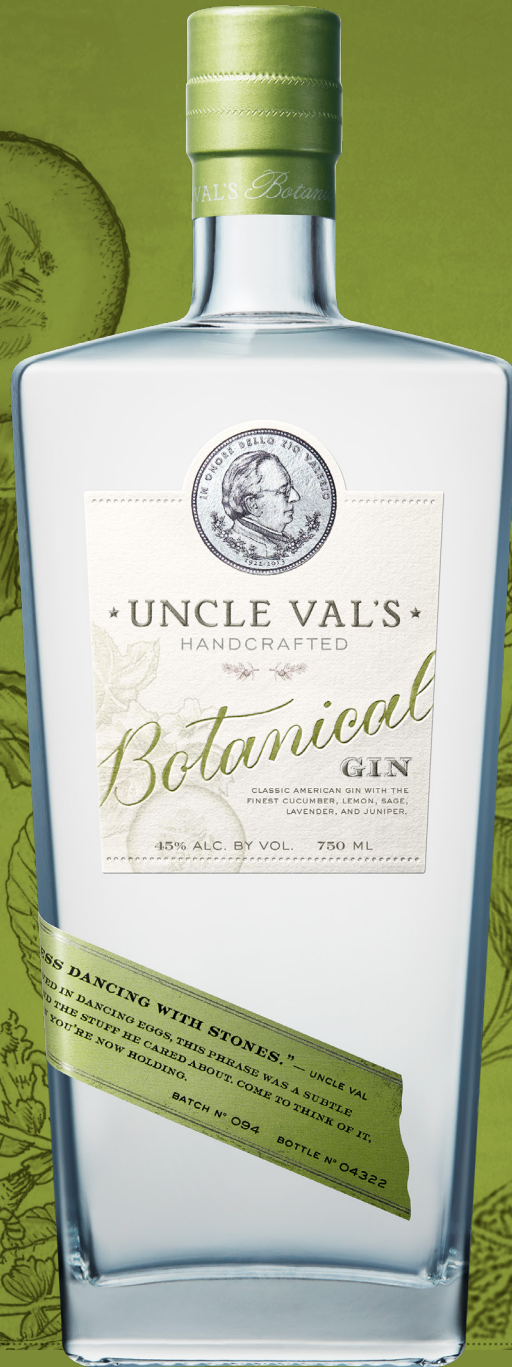


CLASSIC  
AMERICAN  
GIN



*Cucumis sativus*

*Lavandula x intermedia*  
*Provence*

*Salvia officinalis*

*Citrus limon*  
*Eureka*

★ UNCLE VAL'S *Botanical* GIN ★  
HANDCRAFTED

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



★ **UNCLE VAL'S** *Botanical* **GIN** ★  
HANDCRAFTED



### *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 were not only Uncle Val's favorite cooking ingredients, but also happen to make a truly unique and smoothly delicious gin.

**GLUTEN-FREE ★ ALL-NATURAL INGREDIENTS ★ NO ARTIFICIAL FLAVORS, COLORS OR ADDITIVES**

### *Botanicals*

- 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.*
- JUNIPER** *The quintessential gin ingredient, juniper adds a dash of that distinctive "gin" taste to Uncle Val's.*

### *Taste*

**NOSE** ★ On the nose, you'll notice crisp, bright aromas of sage and juniper.

**MOUThFEEL** ★ Crisp and cool sensation that steadily softens.

**SIP** ★ You'll taste bright lemon, which then gives way to a warm, spicy, lavender finish. Further along, you'll experience the cooling effect of the cucumber. Each sip bolsters the botanical flavors, along with a continuous presence of piney juniper.

**FROM NEAT TO SWEET** ★ The Botanical is a wonderful way to fancy up old classics like Arnold Palmers, mimosas or a gin fizz. It also mixes beautifully with native Tuscan herbs, from red valerium and thyme to lemon balm and mint. To round out straight martinis and a neat drink, try lightly sweet garnishes like candied ginger, cinnamon sticks, pear, dehydrated apple or cucumber.

### *Design*

Inspired by bitter bottles from the 18th and 19th century, Uncle Val's bottle possesses strong, tapered shoulders. 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 numbered and carefully placed in cases of six 750-ml bottles.

