

— Est • 2012 —

**HOXTON**

**SPIRITS LONDON**



# ABOUT HOXTON

We are Hoxton Spirits. Founded in 2012 by the East London drinks maverick, Gerry Calabrese. Gerry was born into a family of bartenders and has spent his life immersed in the hospitality industry.

Throughout the last two decades he has been a pioneer at the epicentre of East London's vibrant and eclectic nightlife culture, in this time honing his craft and developing a deep understanding of the nuances and complexities of flavour.

Gerry's experience working in London's most iconic bars, combined with his passion for experimentation, has allowed him to mastermind the creation of a catalogue of spirits that are flavour-lead, truly unique and approachable, reflecting his innovative approach to cocktail making.

Our spirits are crafted with speed of service in mind, empowering you to be the master bartender with every drink you pour. **The strength of our natural fruit focused recipes essentially mean you're only ever one mixer away from a cocktail.**

Our commitment to quality and real fruit infusion means that we are not sacrificing flavour for convenience. The complete cocktail of everything which goes into making a bottle of Hoxton, including its vibrant packaging ensures we'll stand out on any backbar.



# VISION

Our vision is crystal clear. **We aim to establish a lifestyle brand that reflects the spirit of East London culture and delivers it to the world.**

Our main focus is to build a brand that represents who we are and resonates with people globally.

We're committed to achieving this goal by embodying the essence of our culture and connecting with our customers through unique experiences.

As we continue to grow, we aspire to be a positive influence in the world and give back to our community.





## MISSION

To become the first spirits company, to have a flavoured spirit in **every major category, all under one brand house - Hoxton.**

With this in mind, we strive to create a brand that embodies our core values and resonates with our audience.

We are committed to achieving this goal by consistently delivering exceptional quality products that meet the needs of our customers.

Through innovation, creativity, and dedication, we aim to set the standard for excellence in everything we do.

# BRINGING EAST LONDON TO THE GLOBE

Hoxton Spirits was founded with a vision to bring the East London lifestyle to consumers worldwide. East London has long been the melting pot of London's creativity, innovation, and a unique sense of style. It is home to a thriving arts and culture scene, as well as a diverse range of businesses and entrepreneurs.

Hoxton is the central link that unifies the infamously colourful Shoreditch, the racy streets of Dalston and the bohemian melting pot of Hackney.

We set out to bottle that unique East London energy, challenge the traditional spirit mould whilst providing you with a premium drinking experience.





# KEY STATS

"We have crafted Hoxton spirits with speed of service in mind, the strength of our natural fruit focused recipes essentially mean you're only ever one mixer away from a cocktail."

*Gerry Calabrese*

**Liqs and specs is one of the top performing categories primarily driven by the success and popularity of cocktails.**

**Gin is the no.1 Premium + category, commanding almost 1 in 4 serves.**

**It is clear that consumers' growing demand for unique and craft-focused drinks has transformed and will continue to transform the industry.**

**Flavoured/Spiced Rum Is #1 in the Rum category & larger than Dark, Golden & White combined.**

Source (UK- CGA) Data

# HOXTON SPIRITS HISTORY: LAUNCH TIMELINE

2012 HOXTON TROPICAL LAUNCHED IN THE UK

2016 UK WIDE LAUNCH WITH EMPORIA BRANDS

2019 HOXTON BANANA RUM LAUNCHED

2020 EXPORT LAUNCHES IN GERMANY AND ITALY

2021 SECURED CORPORATE INVESTMENT

2022 OFFICIAL LAUNCH IN ITALY WITH CUZZIOL CRAFT

2023 NEW BESPOKE BOTTLES AND PRODUCTS LAUNCHED

EXPANSION OF WORLDWIDE DISTRIBUTION



**KEY POINTS:** WE ARE  
ALL ABOUT MUSIC, ART,  
FASHION & CULTURE.

PRODUCED AT ONE OF THE  
WORLD'S FINEST DISTILLERIES.

BESPOKE RECIPE CURATED  
BY DRINKS MAVERICK, GERRY  
CALABRESE.

UNCOMPROMISING QUALITY USING  
NATURAL INGREDIENTS.

GLOBAL DISTRIBUTION.

FLAVOURED WITH REAL FRUIT.





# OUR PRODUCTS



# TROPICAL

## — GIN —

Hoxton Tropical Gin is our flagship spirit created in 2012, this gin breaks the chains of conventional juniper dominated gins.

Hoxton Tropical Gin is made from a blend of unique botanicals, including coconut, grapefruit, juniper, ginger, tarragon, and orris.

The coconut in this gin is what sets it apart from other gins on the market. It gives the gin a rich, creamy texture that coats the palate, while the grapefruit adds a refreshing, zesty kick.

**SERVE SUGGESTIONS:**  
HOXTON TROPICAL GIN AND GINGER ALE  
HOXTON TROPICAL GINACOLADA

## HOXTON TROPICAL GIN

This gin is incredibly versatile and can be enjoyed in a variety of ways.

It's perfect for sipping neat or over ice, allowing you to fully appreciate the complex flavors of the botanicals or with ginger ale our leading serve.

Alternatively, it's a fantastic base for cocktails, bringing a unique twist to classic recipes like the picante or the Pina Colada.



COCONUT



GRAPEFRUIT



JUNIPER



SCAN ME

COCONUT  
GRAPEFRUIT  
JUNIPER  
GINGER



# PINK — GIN —

Hoxton Pink Gin offers a unique and refreshing twist on the classic pink gin, that is perfect for those who are looking for a new and exciting gin experience.

Crafted 'Old Tom' style with a carefully balanced blend of botanicals that have been selected to create a harmonious and balanced flavour profile.

The rosehip and gunpowder tea, provide a subtle smokiness to the gin, while the grapefruit adds a tangy, citrus note that balances the sweetness of the rosehip while chamomile, liquorice, and elderflower add a floral and herbaceous note that creates a refreshing taste.

**SERVE SUGGESTIONS:**  
HOXTON PINK GIN AND TONIC  
HOXTON PINK MARTINI

## HOXTON PINK GIN

The orris root, which is used to stabilize the gin, also adds a subtle floral note that complements the other botanicals.

Unlike other pink gins that can be overly sweet, Hoxton Pink Gin has a drier taste that allows the natural flavors of the botanicals to shine creating versatile spirit that can be enjoyed in a variety of cocktails.

The pink color of Hoxton Pink Gin comes from the use of hibiscus infused sugar in the distillation process.

This not only adds to the visual appeal of the gin but also contributes to the overall taste and aroma of the spirit.



ROSEHIP



ROSE



ELDERFLOWER



GUNPOWDER  
TEA



SCAN ME

ROSEHIP  
GUNPOWDER TEA  
CHAMOMILE  
LIQUORICE  
ELDERFLOWER  
ORRIS ROOT  
ROSE



# DRY — GIN —

Hoxton Dry Gin is the epitome of classic gin with a modern twist. This artisanal gin is made with a delicate blend of 100% natural ingredients, each carefully selected for their unique flavor profile.

Leading with the traditional juniper flavour that you'd expect from a dry gin, it is then expertly balanced with grapefruit, ginger, orris root and tarragon.

The result is a perfectly balanced gin that is smooth, refreshing and crisp. It is the perfect base for any classic cocktail or for those who prefer their gin neat. This gin has been created with the discerning drinker in mind.

It is a gin that is both classic and modern, offering the perfect balance of tradition and innovation.

**SERVE SUGGESTIONS:**  
HOXTON DRY GIN AND TONIC

## HOXTON DRY GIN

Whether you are sipping it straight, adding tonic or mixing it into your favorite cocktail.



GRAPEFRUIT



JUNIPER



GINGER

GINGER  
JUNIPER



GRAPEFRUIT  
ORRIS ROOT  
TARRAGON



SCAN ME

# LONDON SPRITZ

— AMARO —

London Spritz is a game-changer in the world of spritz, fusing together the perfect balance of tradition and innovation.

The Hoxton London spritz is a twist on the traditional Italian aperitivo, reflecting our founder Gerry Calabrese's Italian Heritage, whilst embodying the edgy, cosmopolitan spirit of East London.

## SERVE SUGGESTIONS:

HOXTON LONDON SPRITZ, PROSECCO AND ICE

HOXTON LONDON SPRITZ ON THE ROCKS

HOXTON LONDON SPRITZ WITH LEMONADE

## HOXTON LONDON SPRITZ

This signature cocktail features a fusion of flavors including orange, morello cherry, blackberry, raspberry, lemon, and subtle hints of fennel, all expertly infused with our premium distilled gin.

It's the perfect balance of bitter and sweet. The London Spritz is set to be a leading drink within our global markets. Enjoy with prosecco and ice for the perfect Hoxton London Spritz cocktail.



BLACKBERRY



RASPBERRY



CHERRY



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FENNEL  
LEMON

RASPBERRY  
BLACKBERRY  
MORELLO  
CHERRY  
ORANGE

# SPICED WHISKY

— LIMITED BATCH —

Hoxton Spiced Whisky is the disruptor the whisky category has been waiting for. Arguably a spirit category in it's own right. This is the Whisky for new whisky drinkers and flavour explorers.

## SERVE SUGGESTIONS:

HOXTON SPICED WHISKY ON THE ROCKS

HOXTON SPICED WHISKY WITH COLA

## HOXTON SPICED WHISKY

Blended with the finest scotch whiskies, using a base spirit of 3 year old blended scotch mixed using fruits and spices including Raisin, Dates, vanilla, cinnamon, cardamom and apples.

Curated lovingly over a process of tasting over 20+ different blends to find the perfect base spirit for our Spiced Whisky expression.

This whisky offers a bold, spiced taste that's sure to leave a lasting impression on your palate. Mix with Cola or enjoy on the rocks.



RAISIN



VANILLA



ORANGE



CINNAMON



SCAN ME

ANISE  
NUTMEG

VANILLA  
RAISIN  
COCOA  
ORANGE  
CINNAMON



# BANANA RUM

— MACERATED —

Hoxton Banana Rum is a category game changer. This unique spirit is crafted with a blend of up to 7 year old rums from Dominican Republic, Nicaragua and Barbados infused with both fresh and dried bananas over a 5 week maceration process to create an unforgettable taste experience.

The result; a rum that is deep, complex, and bursting with tropical flavours.

## SERVE SUGGESTIONS:

HOXTON BANANA RUM ON THE ROCKS  
HOXTON BANANA RUM WITH GINGER BEER  
HOXTON BANANA DAIQUIRI

## HOXTON BANANA RUM

Unlike other flavoured rums on the market, Hoxton Banana Rum doesn't rely on artificial ingredients or sugary additives to achieve its distinct taste. Instead, our skilled distillers allow the natural sweetness of bananas to shine through, creating a flavor profile that is both indulgent and well-balanced.

Whether you're a seasoned rum drinker or new to the world of spirits, Hoxton Banana Rum is sure to delight your senses and leave a lasting impression. It's perfect for sipping on its own, over ice, or as a key ingredient in your favorite tropical cocktail.



BANANA



VANILLA



BANOFFEE PIE



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# HOXTON GINACOLADA

Looking for a new twist on a classic frozen cocktail? Try the Gina Colada! This frozen treat puts a spin on the traditional Pina Colada by swapping out the rum for our deliciously tropical Hoxton Coconut Gin.

Our Coconut Gin is the perfect complement to the sweet pineapple and creamy coconut flavors of a classic Pina Colada, bringing a new level of sophistication and complexity to the drink.

The natural coconut flavor and aroma of the gin blend seamlessly with the other ingredients, creating a perfectly balanced cocktail that's sure to impress. Whether you're sipping poolside or enjoying a night in with friends, the Gina Colada is the perfect way to indulge in a little bit of paradise.

## INGREDIENTS

- Hoxton Gin 50ml
  - Coconut Water 35ml
  - Pineapple juice 35ml
  - Simple Syrup 10ml
  - Crushed Ice
- Garnish - Pineapple leaf**



## FROZEN GINACOLADA

1. In a large mixing bowl, combine the Hoxton Gin, Coconut Water, Water, Pineapple Juice, Coco Lopez, and Simple Syrup. Mix the ingredients together until they are fully combined.
2. Pour the mixture into the slushie machine
3. Turn the machine on and let it run until the mixture has become a slushie consistency. This usually takes around 30-40 minute.
4. Serve immediately.

### Garnish - fresh pineapple slices or shredded coconut

- Hoxton Gin 2100ml
- Coconut Water 1000ml
- Water 1000ml
- Pineapple Juice 4000ml
- Coco Lopez 1000ml
- Simple Syrup 700ml



# HOXTON PICANTE

Introducing the Frozen Picante with a Hoxton Twist! This spicy frozen cocktail is a true sensation for the adventurous drinkers out there. We've taken the classic tequila-based cocktail and given it a Hoxton Tropical Gin makeover.

The result? A truly unique and vibrant taste experience. We've kept the heat of the original recipe with a mix of jalapeño and lime, and added in the smooth and tropical flavor of our flagship gin. The balance of heat and sweetness will awaken your senses and have you coming back for more. The Frozen Picante with Hoxton Tropical Gin is perfect for sipping on hot summer days, at the beach or poolside.

It's also a great choice for those who love a bit of spice in their cocktails but are in the hunt for something a little pokier than a traditional margarita.

## INGREDIENTS

- Hoxton Tropical 50ml
- Pineapple 35ml
- Lime 25ml
- Agave 15ml
- Knob of chilli

### Garnish - Chilli



## FROZEN PICANTE

1. In a large pitcher or mixing bowl, combine the tropical juice, pineapple juice, lime juice, and agave syrup, fully combine.
2. Discard the seeds from the chilli and add to the pitcher and stir to combine. Leave for an hour minimum or overnight. (Add seeds for extra heat)
3. Pour the mixture into the slushie machine
4. Turn the machine on and let it run until the mixture has become a slushie consistency. This usually takes around 30-40 minutes.
5. Allow the slushie machine to run until the mixture is completely frozen and slushy.
6. Serve immediately.

### Garnish - Chilli

- Hoxton Tropical 2100ml
- Pineapple juice 4000ml
- Lime 200ml
- Agave 60ml
- Knob of Chilli in glass

# BRAND ACTIVATION



NICCE



LONDON  
FASHION  
WEEK



“We bring the East London spirit and culture to every brand activation globally with unique POS and event entertainment”

# FESTIVALS

Nearly half a million consumers tried our spirits during the 2022 festival and events season.

Our serves included our ever popular, signature frozen Gina olada slushies alongside our classic spirit and mixer pairings.

## FESTIVAL ATTENDED:

LYTHAM FESTIVAL  
KRANKBROTHER FESTIVAL  
GUNNERSBURY PARK  
SOLOMUN + FRIENDS  
URBAN FOOD FESTIVAL  
ABODE IN THE PARK



# BRAND ASSETS

We can support your premises, event or activation with cutting edge, purpose driven POS. Check them out below



# HOW HOXTON WILL SUPPORT YOUR BUSINESS?

STRATEGIC PLANING  
PRODUCT TRAINING  
SEASONAL MARKETING CALENDAR  
POINT OF SALE MATERIALS  
LOCAL EVENT ACTIVATION BUDGET  
RETRO DISCOUNTS  
STAFF INCENTIVES  
QUARTERLY REVIEWS





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## GET IN TOUCH



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