

Meet the Maker: Imagin Gin

By [Samantha Snedorf](#)

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Stewart Berry, owner of Bryanston based liquor store Berry and Bottles has a little secret up his sleeve. Not only does his store stock, a large and varied alcohol range, but he also happens to own some of them.

Imagin Gin caught my eye as soon as I walked in, not only because of the lovely bottles and strategic placement, but because I had never seen or heard of this gin before.



"This gin was brought out into market specifically to compete with products like Tanqueray, Bombay Sapphire. We want people to support local without having to pay the international price," explained Berry.

The price point is incredible at only R270 for a 750ml bottle, there is no locally produced gin of that size that falls into the same price range. "We just wanted people to have the taste of local without trying to rip the customer off."

Distillation

Stewart does not distil the gin himself but rather outsources that task, only sharing costs and organising sundries. It is a unique way of doing things that frees him up to focus on orders and also allows for the unbeatable price of the gin. Although very secretive on the topic, he did let slip that there are some future plans for another gin that we can look forward to as well.

The flavours

Imagin is a classic gin which allows the consumer to try the spirit in a variety of styles. They did not wish to be restricted by a more niche and bold flavour, which is successful for many other brands, but can also be almost limiting as there is a finite number of flavours and botanicals that can be paired with a rooibos or spiced gin, for example. Imagin is restricted only by the imaGINation in that the pairing possibilities are endless.

The flavour profile is orange and coriander made within one potstill process, however, this does not mean that the gin itself is orange flavoured. These botanicals serve to tone down any floral or intense flavours in the gin, making it soft and palatable.

It's more of an everyday drinking gin with serving suggestions of your personal favourite tonic, lemon or cucumber. That being said, they do want people to experiment with the gin; it is for this reason that there are no specific

recipes that dictate how Imagin Gin should be served, only suggestions of what could work, allowing you, as the consumer, to pick your pairings.





In terms of fruits, Berry recommends those with skins such as strawberries, which will hold their own in the gin. It is best to add the fruit first, pour the gin and finally add the tonic.

The subtleness of this gin means that once you have paired it with your choice of garnishes, it begins "to taste like more", in Berry's words. Meaning you can have a number of them in a row and not feel it until you stand up, which is exactly my kind of gin.

Imagin Gin is available in select stores but can always be found at Berry and Bottles Liquor Store in Bryanston. Check out their [website](#) and [Facebook page](#) for more info

Read the [original Meet the Maker](#) on SamSamButDifferent.

ABOUT SAMANTHA SNEDORF

Snedorf is a qualified journalist and full-time blogger. She is obsessed with gin and is trying to bring light to the enormous number of gins and talented crafters that we have in South Africa. She films weekly videos where she samples different gins and focuses on their different botanicals. In the near future, she would love to host gin tastings and sell the handcrafted botanical bags she creates. She adores travel and wants to explore the world whilst drinking gin and taking beautiful photos.

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