

## Recommended Customer Tasting Script MMG

Unless directly asked before you offer a sample, don't even mention (up front) that it's a gin. Many Americans, when they here the word gin, will say "I drank too much (poor quality) gin at College and don't drink it anymore!" We need to get over this misconception that every gin is like Seagrams and taste of pine needles!

This is why is always makes it easier to offer Martin Miller's Gin as part of a simple cocktail first.

Perhaps start of with something like:

*"Come and join me for a delicious Fall cocktail with Apple, Mint, Lemon and Cucumber"*

Start pouring before they answer yes or no because they're more likely to try it if you're already pouring. It's not until they try it you should say gin is the base of this delicious cocktail. People are stunned because they never thought of gin in this manner. This is how we sell this product the majority of the time. Explain, "This is the gin that makes "non" gin drinkers , gin drinkers."

*Ask them what they think?*

This is the point where you can go into more detail about Martin Miller's gin...

*"Martin Miller's Gin produced in Iceland. It is widely considered to be the best gin in the world by industry experts and it is one of the most awarded spirits in the world"*

*"Martin Miller's Gin is the smoothest gin the world. Although it is distilled in England it is shipped to Iceland where it is blended with Icelandic spring water – the cleanest, freshest water source in the whole world. It is over 100 times more pure than something like Evian water, for example, and you get zero alcohol burn, unlike most other spirits. It is little wonder that it is Jimmy Fallon's spirit of choice!"*

*"It is great but I have never heard of MMG"*

*"Really? Martin Millers Gin is now the largest independent gin company in the world, selling over 250k cases and is available in over 50 countries across the globe. We sell hundreds of thousands of cases but we are still independently owned. Martin Millers Gin would be considered an upgrade from something mass produced like Bombay Sapphire as it is produced with far more attention to detail and quality"*

If the customer has enjoyed the Martin Miller's Gin cocktail then ask them if they would like to try the gin the gin neat and as a gin and tonic with ice and a slice of lime. The neat gin should always be served chilled.

*Again ask them what they think?*

Gin can be a harder sell in America than vodka but it is changing rapidly. As the US is still quite vodka based, perhaps try to connect the two (vodka and gin) stating they usually start off from the same base spirit and that gin is the actually the ultimate flavoured vodka. Instead of being flavoured with whipped cream or strawberry, gin is infused with flavours such as citrus, coriander and cucumber. It can be considered a "botanical infused vodka." Sometimes this makes people more open to gin.

Gin is used in so many classic cocktails (Negroni, Clover Club, French 75, Tom Collins) and highly mixable. Most people think of a gin cocktail and they think gin and tonic or a gin martini. That's really the extent of their gin cocktail knowledge. There are SO MANY amazing ways to use gin! Simple serves include Fever Tree tonic water, pink lemonade, ginger beer / ginger ale, San Pellegrino Blood Orange, San Pellegrino Grapefruit. By offering Martin Millers in different drinks it motivates the consumer to go home and make cocktails themselves. Really show the consumer how easy it is to go home and be creative.

This is just my quick pitch. You will all develop your own pitch in your own words just always make sure the message is consistent, clear, and hits on all key points.

Key Points-

### **First**

MMG has been in Market since 1999 becoming the first “New Wave” Super Premium Gin, predating gins such as Hendricks and Tanqueray 10. MMG is credited with starting the gin renaissance around the world, beginning in Europe.

### **Biggest**

Since launching in 1999 MMG has become the largest independently owned gin company in the world. MMG has large global fan base and is now the biggest premium gin in Spain (the largest consumer of gin per capita)

### **Best?**

This is very subjective but MMG is one of the most awarded gin in the world, winning more spirits double golds than any other independent gin.

Icelandic Water Source—Why is this so important? Water is everything in a spirit; using Live Icelandic water gives Martin Millers that smooth round finish and lack of the alcohol “burn”. Evian water is made up of approximately 500 per million parts million parts of dissolved solids. The Icelandic water we use has only 6 parts per million!

Questions you may be asked and how to answer.

### **What Botanicals are in Martin Millers?**

Martin Millers has a very traditional palette of botanicals of a traditional London Dry gin style. Here are the botanicals that are used in making Martin Millers:

- Juniper
- Coriander
- Angelica Root
- Lemon Peel
- Orange Peel
- Orris Root
- Cinnamon bark
- Liquorice
- Cassia Bark

- Lime
- Secret ingredient (Cucumber)

### What's the Best way to serve MMG?

MMG is perfect chilled in a Martini, a G&T or in your favourite Gin Cocktail

If there is a question you do not know or cannot answer please feel free to say "That is great question I can take your contact info and pass it along to the brand owners".

### What is the difference between the 80 proof and the Westbourne Strength?

The distillation process and botanicals is very similar but the higher proof of the WB strength (90.4) brings out the botanicals in a different manner. The 80 proof is considered by some to be softer, more floral and citrus led whereas the WB strength more spicy and pronounced.

### Additional Key Information:

- Distilled in England but PRODUCED in Iceland. It is important that we play up the Icelandic angle
- Martin Millers is 80 proof and the Martin Miller Westbourne is 90.4 proof
- 93 Rating with Wine Enthusiast
- Traditional London Dry "style" Gin
- Most Awarded Gin in the World. Martin Millers Gin has won more spirits awards than any other Gin
- No other gin uses Icelandic water – the best water source in the world