

DISTILLED, BOTTLED AND SHARED AT

# ARCHIE ROSE

DISTILLING CO.

Barleycorn Awards

Public Relations | 1316. Visitor Attraction

[ARCHIEROSE.COM.AU](http://ARCHIEROSE.COM.AU)

# MEET ARCHIE ROSE

Founded in 2014 and located in Rosebery, Sydney – just a few kilometres south of the city – Archie Rose Distilling Co. is proudly Australia’s most highly awarded distillery, producing a diverse range of internationally awarded whiskies, gins, vodkas and rums, as well as one-off collaborations and limited releases.

Guided by our belief that spirits are best shared, we open our distillery doors to all who wish to experience the best of Australia’s authentic local distilling offering thousands of distillery tours, tastings and masterclasses every year including Blend Your Own Gin, Blend Your Own Whisky and Cocktail Classes.

Through our commitment to sharing our knowledge and processes, our Tailored Spirits offer invites you to create your own gin, vodka or whisky onsite or online.

In all that we produce, we find continual inspiration in Australia’s illustrious distilling history, and by the quality and diversity of the crops and produce grown across our nation. We are proud to share our distinctive and innovative range to honour Australia’s rich spirit-making past and to continue to shape its future.



ARCHIE ROSE IS GUIDED BY FOUR DEFINING PRINCIPLES THAT UNDERPIN OUR APPROACH TO DISTILLING:

## INNOVATION

We strive to marry traditional methods with a progressive new world approach that honours the craftsmanship of distilling.

## AUTHENTICITY

Committed to transparency in our processes and materials, we're proud to openly share what we do.

## EDUCATION

As a team of passionate new world distillers, we continually look to offer first-hand insights into the raw ingredients, processes and people involved in the production of our spirits.

## QUALITY

Producing spirits of exceptional quality is at the very heart of all that we do, underpinned by our unwavering attention to detail.



# VISITOR ATTRACTIONS FOUR YEARS IN

Since opening our doors four years ago we have won 40+ international awards for our spirits, the Archie Rose Bar and a **Global Distillery Masters Medal for Consumer Experience** making Archie Rose Distilling Co. proudly Australia's most highly awarded distillery.

At the Archie Rose Bar we welcome close to 1500 people each week with an award-winning drinks menu that draws on a backbar of hundreds of spirits from around the world plus our own range of whiskies, gins, vodka and rum, earning a **4.5 star rating on Trip Advisor**. We're also featured on retail shelves around the country plus 1000+ top bars and restaurants.

Annually we host more than 10,000 people for spirits experiences including Tour & Tastings, Blend Your Own Gin, Blend Your Own Whisky and Cocktail Classes which has earned us over 1000+ recommendations and a **4.9/5 rating on Facebook**.

We also partner with 25+ cultural partners around Australia producing **hundreds of events at galleries, theatres and festivals** bringing the Archie Rose experience to spirits lovers everywhere.



St. George OpenAir Cinema



Oct 2016: Archie Rose featured on The Bachelorette - Channel 10



The Archie Rose Bar



# LEARN ABOUT OUR VISITOR ATTRACTIONS

## DISTILLERY TOURS

Join us for a tour through our distillery and learn first-hand how we produce our whisky, gin, vodka and other limited edition spirits, followed by a guided tasting of our four core products.

[VIEW MORE](#)

## BLEND YOUR OWN WHISKY

An Archie Rose Ambassador will guide guests through the process of blending a selection of different expressions of Scotch Whiskies to teach you the craft of whisky blending. You will then take home two 200ml bottles of your very own signature whisky blends.

[VIEW MORE](#)



## LEARN ABOUT OUR VISITOR ATTRACTIONS

### BLEND YOUR OWN GIN

Begin by discovering the art and history of gin. Afterwards one of Archie Rose's resident experts will teach you how to blend botanicals to create two 200ml bottles of your very own signature gin to enjoy at home.

[VIEW MORE](#)

### COCKTAIL MASTERCLASS

Join us for the ultimate Archie Rose masterclass for cocktail lovers! Our incredible Archie Rose bartenders will teach you how to stir, shake and strain three timeless cocktail classics before you kick back to enjoy the fruits of your cocktail hard yakka. Salute!

[VIEW MORE](#)



## LEARN ABOUT TAILORED SPIRITS

At Archie Rose, we're busy pioneering new ways to serve up a truly unique distilling experience.

Our Tailored Spirits offering gets up close and personal enabling you to create your own gin, vodka or whisky online to be custom-made for you by our distillers on site.

Pick your favourite botanicals, set their strength, or in the case of whisky, pick your style, cask type and smoke influence and we'll ship your creation complete with your name on the back label straight to you.

[VIEW MORE](#)







# CUSTOMER REVIEWS

*“Loved the experience and enjoyed the Blend Your Own Whisky class. Our staff member was a knowledgeable guide and had the best descriptions of all the whiskey in the tasting that made it unique and special! He made the night light hearted and fun! Fantastic!”*

*“A friend bought me a seat at the gin blending course as I do not drink gin and know nothing about it. It felt like a real occasion with the tables set up beautifully and the staff well informed of the process. The drink menu was extensive and I enjoyed the experience immensely.”*

*“We had an amazing tour of a fabulous Sydney based distillery. Learnt a lot about gin and whisky making and the Sydney background. Tastings were amazing, we then had some fabulous cocktails, well worth the visit. We loved it.”*

*“Absolutely fantastic experience. The gin making class was brilliant. Very insightful and fun. All the staff are AAA professionals who are courteous and super friendly. The gins are absolutely delicious. Can't recommend enough.”*



# 500+ PRESS ARTICLES IN 4 YEARS



**What does it take to disrupt the local liquor industry? For Will Edwards and the team at Archie Rose Distilling Co, it comes down to a cocktail of ambition, authenticity and a serious taste for adventure.**

A trip to New York in the summer of 2012 helped cement the vision for Edwards' award-winning Sydney outfit. After visiting distillery bars in Brooklyn – the first to open their doors since the prohibition era – he returned to his home city and immediately saw potential. "We had craft brewers making incredible beers, a great cocktail and bar scene, but there was no one making local spirits," the 29-year-old explains. "I wanted to find out why."

Although he'd dabbled in home brewing, entering into liquor production was a high-risk endeavor – while the former is a common hobby (you can buy your own starter kits at the supermarket), distilling spirits without a license is illegal. "If you want to start as a business, you have to fully commit," Edwards says. Quitting a corporate job, he pursued his goal of opening Sydney's first "urban distillery" back in 2013. Archie Rose was born from a converted warehouse in Rosebery. With an original production floor, the site is designed to give the brand a historical feel hidden from view in a shabby basement and bathhouse. "There's been this strange culture around mystery and secrecy to do with [spirit] production – people not talking to the inspectors, or some 'legit' aware sources," Edwards says. "We wanted to break through in an open and transparent way as possible." Think interactive tours and workshops that showcase the production process from grain to barrel to bottle.

After Edwards' passion for the company's head distiller (the Willers – the pair met at a wanky tasting and walked up to the rooftop, Willers, 33, recalls. "When you're not talking to the inspectors, you're starting a distillery, the Will said. "It's actually doing it, and I ended up coming on board at the start."

His excitement has grown steadily to driving fruitful new investments – such as this season's Summer Gin Project, a two-part release of gin named Bush and Coast, inspired by iconic Australian landscapes. "People are looking for regional gin as well as 'the explosion of the concept,'" something authentic also applies to the plant in use. "When working with renowned forager Diego Huetos to source local botanical ingredients – which led to an important turning point in the distiller's world. "We had to go out into the bush to see what would have an ingredient from our area, and then Diego would



show up and say, 'There's no sea lettuce today, there was enough last night so it's all been washed away...we realized with the ingredients we were using [that we don't see that in the bush].' That was our 'Mushroom'." In a more pine distillation, the team used the weed known as farmer's friend, or cobble's pig. "It was a bit counterintuitive to try, because it's a weed, right? But we ended up getting this great flavor," she actual ingredient had to talk to her about her own perspective.

"If you're exploring into Archie Rose's mixer bar for a cocktail, you can expect your martini with a twist. The mixologists are a fan for incorporating the classic and unexpected ingredients as part of the fun (like Purple Rain features Ribena, while the Neighbourhood Neon Punch blends rum with cold brew coffee).

"It's his willingness to experiment that has helped put Archie Rose up there on the global map, says Edwards. "We're moving from being considered a regional player to the world's best, we've got access to incredible raw materials, and a progressive approach to distilling. We don't have a long history of spirit production, but we've not tried any traditions or conventions."

Back again the liquor scene is experiencing an awakening, with interest in the category booming. And while distilling may be the story work, the company's popular gin-making classes allow anyone to customize their perfect blend. "You add your own botanicals to make something that's distinctly yours," Waters says. "It's like finger painting with flowers."



**Life&Home**

**The Drinks**

**NEW NU NEW SOUR**

**SERVE IN ROCKS GLASS**

40ml nu new make (nu-age) spirit  
20ml fresh ginger  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**NEIGHBOURHOOD NEON PUNCH**

**SERVE IN SHORT GLASS**

40ml nu new make (nu-age) spirit  
20ml cold brew coffee  
10ml sugar syrup  
10ml rum  
10ml cold brew coffee  
10ml cold brew coffee  
10ml cold brew coffee

**ESPRESSO MARTINI**

**SERVE IN MARTINI GLASS**

40ml nu new make (nu-age) spirit  
20ml espresso  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**HAIDEN VOYAGE**

**SERVE IN HIGBALL GLASS**

40ml nu new make (nu-age) spirit  
20ml rum  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**TOM COLLINS**

**SERVE IN WINE GLASS**

40ml nu new make (nu-age) spirit  
20ml lemon juice  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**GIN & TONIC THREE WAYS**

**SERVE IN SHIRT GLASSES**

40ml gin  
20ml tonic  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**PURPLE RAIN**

**SERVE IN HIGBALL GLASS**

40ml nu new make (nu-age) spirit  
20ml rum  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**PEACH COBBLER**

**SERVE IN HIGBALL GLASS**

40ml nu new make (nu-age) spirit  
20ml peach liqueur  
10ml sugar syrup  
10ml lemon juice  
10ml lime juice

**Life&Home**

**MADE IN GOOD SPIRITS**



# 500+ PRESS ARTICLES IN 4 YEARS

VOGUE LIVING + ENTERTAINING

## Inside new distillery and bar, Archie Rose

07 May 2015

Sydney's first independent distillery since the 1950s has opened in Rosebery with a hip on-site bar.



The fully operational distillery produces gin, vodka and white rye whiskey that guests can enjoy within the warehouse space at The Cannery opposite Kitchen by Mike and Koskela.



NEWS EVENTS RESTAURANTS CAFES BARS PUBS SHOPS PLAYMAKER DIRECTORY CALENDAR

REMIX 11-12 April 2019 at UTS  
CULTURE TECHNOLOGY ENTREPRENEURSHIP



### Blend Your Own Gin Workshop

10 years wants to show you the ropes... and let you take home the goods.

REMIX 11-12 April 2019 at UTS  
CULTURE TECHNOLOGY ENTREPRENEURSHIP

Blend Your Own Gin Workshop

Are you the kind of gin drinker who believes that if you want something done right, you'll have to do it yourself? Well, here we got an activity for you. The Rosebery Distillery is holding a Blend Your Own Gin Workshop at their Rosebery warehouse from June 17.

After a signature dry gin and herb-tonic on arrival, the gin savants of Archie Rose will guide you through the distillation process and give you the means to blend two varieties to take home and quaff straight from the bottle. The session will be led by Dave Wilkins, a renowned spirits authority and industry expert, and the Archie Rose team will pop their heads in to assist from you're going. They'll also teach you a bit about the history of gin, so you can show off to the bartender next time you order a G&B at your local.

You can select the botanicals that match your gin-style and choose from such whimsical flavours as native blood lime and river mint or juniper and cassia bark. Perhaps trying pushing the boat out and who up a Vagabond-flavoured gin? No, no please don't, we only blend your gin based on the quality.

The Archie Rose Distillery Company is the first distillery to open in Sydney for 160 long, they're now and it's really living up to the hype. As well as the Blend Your Own Gin workshop, the distillery is offering distillery tours and food events throughout in partnership with local chefs, and they're even conjuring up a tailored Spirits menu available to order online and have delivered straight to your door (as if it weren't too soon enough).

BUY TICKETS

DATE: Thu, Jun 17, 2015 6:00pm

WHERE: Archie Rose, 85 Darling Avenue, Rosebery

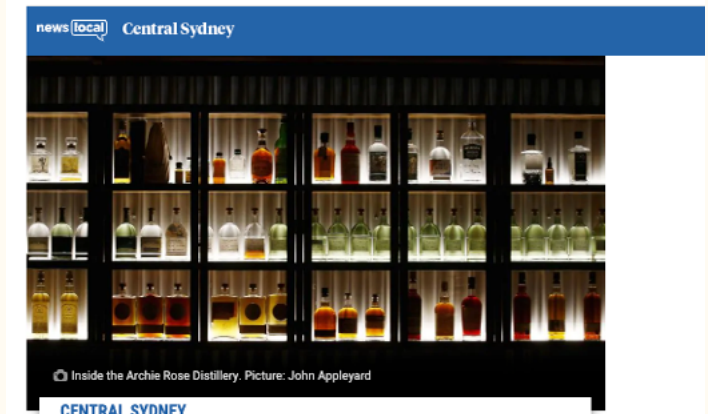
PRICE: \$95 (SOLD OUT)

Get Directions: View Map

EVENT TYPE: Food & Drink, Tours & Classes

FEATURES: Food & Drink, Guided by Experts

SIGN UP FOR NEWSLETTER



## Archie Rose distillery holds DIY gin classes

Ben Graham, CENTRAL  
February 17, 2017 5:00pm

IT'S gin o'clock almost every day at a Rosebery distillery which is letting customers create their own tailor-made spirits.

Archie Rose's hands-on sessions give budding connoisseurs the opportunity to blend two of their own gins which can then be taken away to enjoy at home in 200ml flasks.

Participants are given a gin and tonic on arrival and then guided through the distillery and the gin making process.

Experts will guide the participants through constructing a high quality spirit as well as a little history on gin itself.



# 500+ PRESS ARTICLES IN 4 YEARS

The screenshot shows the Broadsheet website interface. At the top, there's a navigation bar with 'SYDNEY' and 'BROADSHEET' logo. Below it, a menu lists 'ART & DESIGN', 'ENTERTAINMENT', 'FASHION & STYLE', 'FOOD & DRINK', and 'THINGS'. A banner for 'THE CHAMPIONSHIPS ROYAL RANDWICK' is visible. The main article is titled 'Blend Your Own Gin' and is categorized under 'EVENTS'. The article text describes a gin blending event on June 17th, 2015, at Archie Rose Distillery Co. in Rosebery. It includes a photo of gin ingredients and a bottle. The author is Jonathan Ford. At the bottom, there's a 'THINGS TO DO IN SYDNEY THIS WEEKEND' section with a 'See More' button.

FOOD LIFESTYLE TRAVEL EVENTS WIN SOCIALS DIRECTORY

## FOOD Meet The Bloke Behind the World's First Tailored Spirits Distillery

By Emmy-Lou McKean | 28th Jun, 2017



*It's time to raise a glass to your individual tastes.*

After seeing many distilleries while on holidays in New York in 2012, William Edward couldn't understand why spirits weren't being manufactured in Sydney, given its history of distillation.

Not long after his trip, Will left the corporate world to chase his passion for making something from scratch that people could enjoy. And so Archie Rose Distilling Co was born.

Since the inception of Archie Rose, Will has wanted to create the opportunity in his business for people to make their own spirits.

The screenshot shows the ExecutiveStyle website. The main article is titled 'Make your own spirits in bespoke masterclasses' by Johanna Leggett, dated Nov 12 2015. The article features a photo of a person pouring liquid into a glass, with various spices and ingredients visible. The text describes the experience of creating a custom gin. There are social media share buttons for Facebook, Twitter, and LinkedIn. A sidebar on the right contains a vertical advertisement for Tigerair with the text 'go to capture moments like this' and 'tigerair go for it. book now'. At the bottom, there's a 'SEE ALSO' section with links to other articles.





**APPENDIX**



## CORE RANGE

### SIGNATURE DRY & DISTILLER'S STRENGTH GIN

We have two specially crafted gins, both featuring a distinctive selection of traditional and native botanicals, each individually distilled in our copper pot still for a wonderfully complex character.

### ORIGINAL VODKA

Using pure Australian wheat and twice carbon-filtered Sydney water, our Original Vodka leads with a subtle, natural sweetness followed by crisp apple and mint notes that delicately linger.

### WHITE RYE

With our Single Malt and Rye Malt Whiskies still maturing, our unaged White Rye offers a glimpse of what's to come.

Distilled from rare malted rye and barley sourced from the finest producers, our White Rye greets you with soft herbs, tropical fruits and inviting floral notes. Twice distilled, it has a lingering finish, laden with sweet spice.

## LIMITED RELEASES

Committed to our core values of innovation and education, Archie Rose has to date produced eight limited edition spirits over four releases: Virgin Cane Spirit, an extremely rare Australian agricole rum; Six Malt New Make, an insight into how our Single Malt Whisky starts its life; the Horisumi series, a four part seasonal gin release inspired by the work of Japanese-style tattoo artist Kian Forreal (Horisumi) and the symbolism of the Japanese seasons; and Summer Gin Project: Bush and Coast, a pair of gins featuring sustainable, wild foraged ingredients.

# NOTABLE AWARDS

## RYE MALT WHISKY

**Australia's Best Whisky - 2018**  
International Wine & Spirits  
Competition (London)

**Australia's Best Rye Whisky - 2018**  
World Whisky Masters (London)

## SIGNATURE DRY GIN

**World's Best International  
Contemporary Gin**  
American Distilling Institute Craft  
Spirits Awards (USA)

**Best Australian Gin**  
International Wine & Spirits  
Competition (London)

## ORIGINAL VODKA

**World's Best International Vodka**  
(Neutral Profile)  
American Distilling Institute Craft  
Spirits Awards (USA)

**Best Australian Vodka**  
International Wine & Spirits  
Competition (London)

**Gold Medal**  
San Francisco World Spirits  
Competition (USA)

## SINGLE MALT WHISKY

**Silver Medal - 2018**  
International Wine & Spirits  
Competition (London)

**Silver Medal - 2018**  
World Whisky Masters (London)

## DISTILLER'S STRENGTH GIN

**Double Gold Medal**  
San Francisco World Spirits  
Competition (USA)

**Double Gold Medal**  
New York World Wine & Spirits  
Competition (USA)

**Gold Medal**  
International Spirits Challenge (London)

## ARCHIE ROSE X HORISUMI

**Best Innovation**  
Australian Drinks Awards

## VIRGIN CANE SPIRIT

**Silver Medal**  
San Francisco World Spirits  
Competition (USA)

## WHITE RYE

**World's Best Unaged Whiskey**  
New York World Wine & Spirits  
Competition (USA)

**World's Best Unaged Rye Whiskey**  
American Whiskey Masters (USA)

## BRAND & PACKAGING

**World's Best Brand Identity**  
American Distilling Institute Craft  
Spirits Awards (USA)

**World's Best Spirits Packaging**  
International Wine & Spirits  
Competition (London)

## BAR & CONSUMER EXPERIENCE

**Best International Bar**  
International Restaurant & Bar  
Design Awards (London)

**Best New Bar**  
Concrete Playground - Best of  
Sydney Awards (Sydney)

**Top Three Distilleries in the World -  
Consumer Experience**  
Global Distillery Masters (London)

A man in a dark room, possibly a cellar or brewery, is leaning over a large wooden barrel. The background is a wall of many similar barrels arranged in a grid. The lighting is dim, creating a moody atmosphere.

**THANK YOU**

**FOR MORE INFORMATION, PLEASE CONTACT**

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