



DISTILLED, BOTTLED AND SHARED AT

ARCHIE ROSE

DISTILLING CO.

Barleycorn Awards

Public Relations | 1316. Visitor Attraction

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

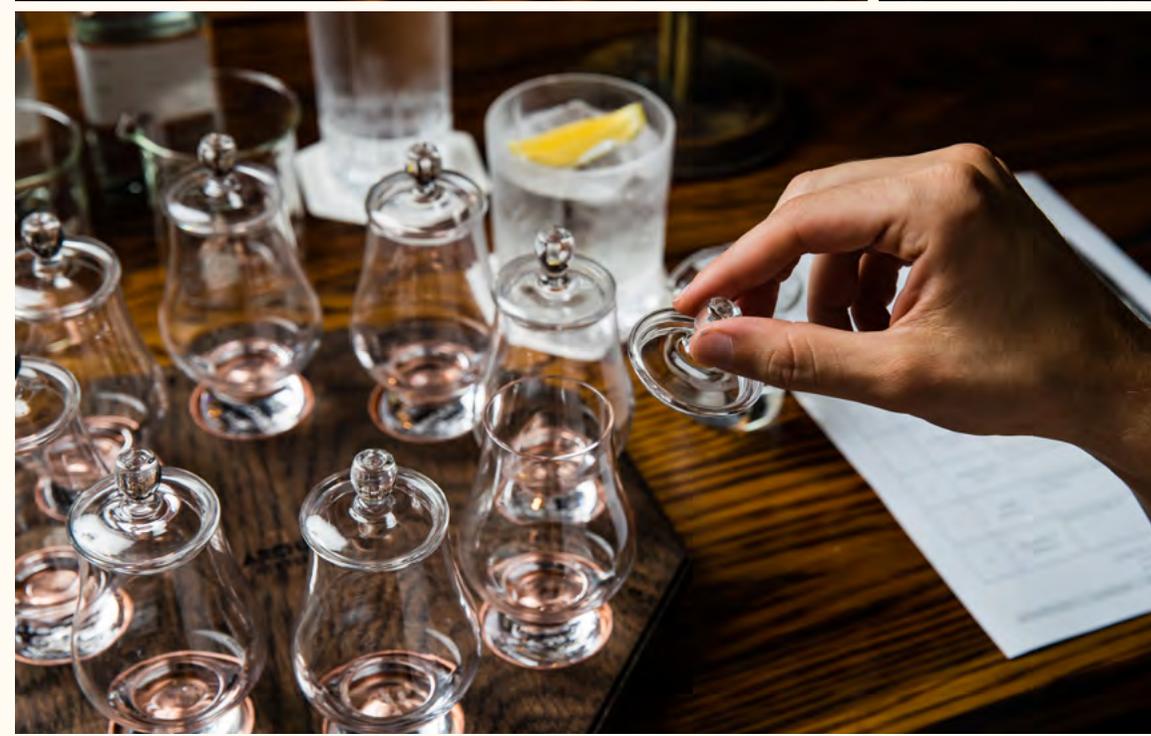
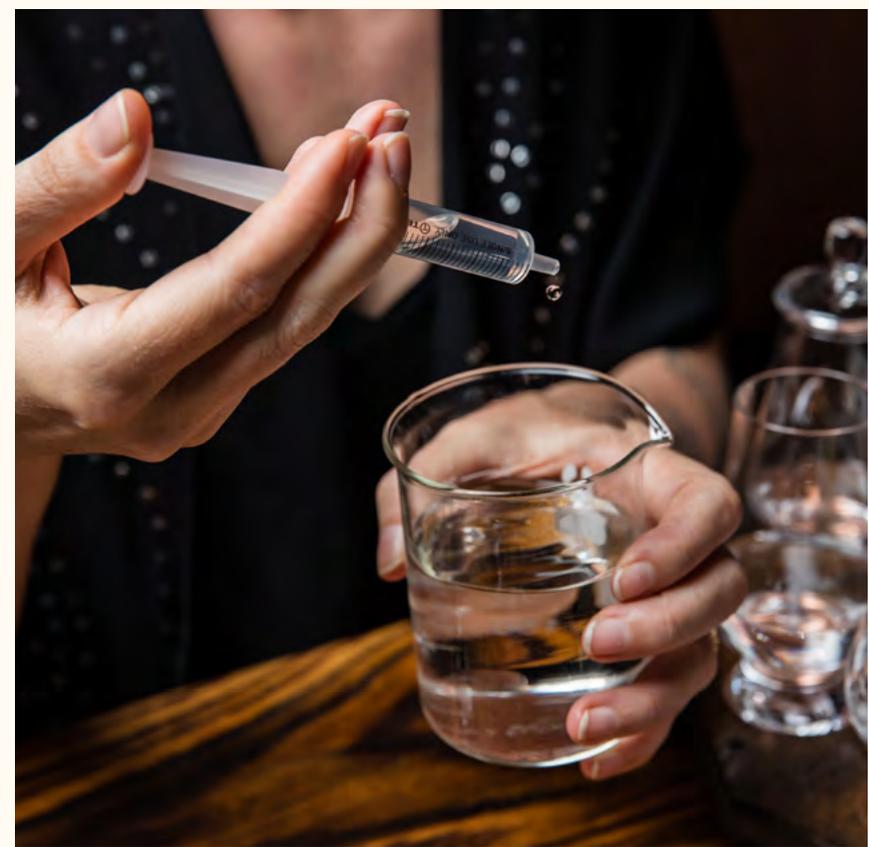
At Archie Rose, we're busy pioneering new ways to serve up a truly unique distilling experience.

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](#)





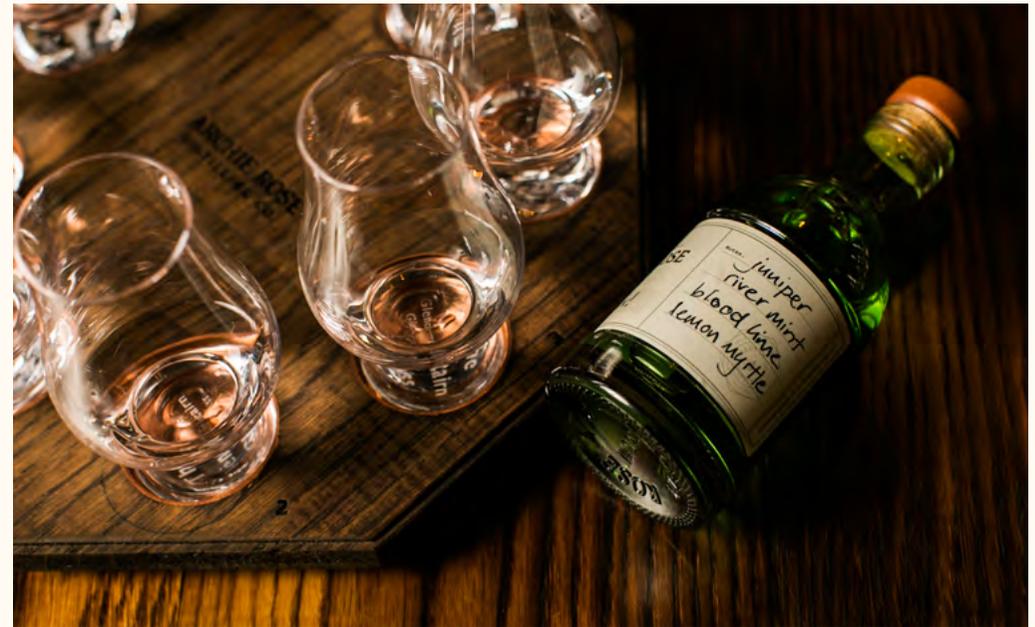
CUSTOMER REVIEWS

“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!”

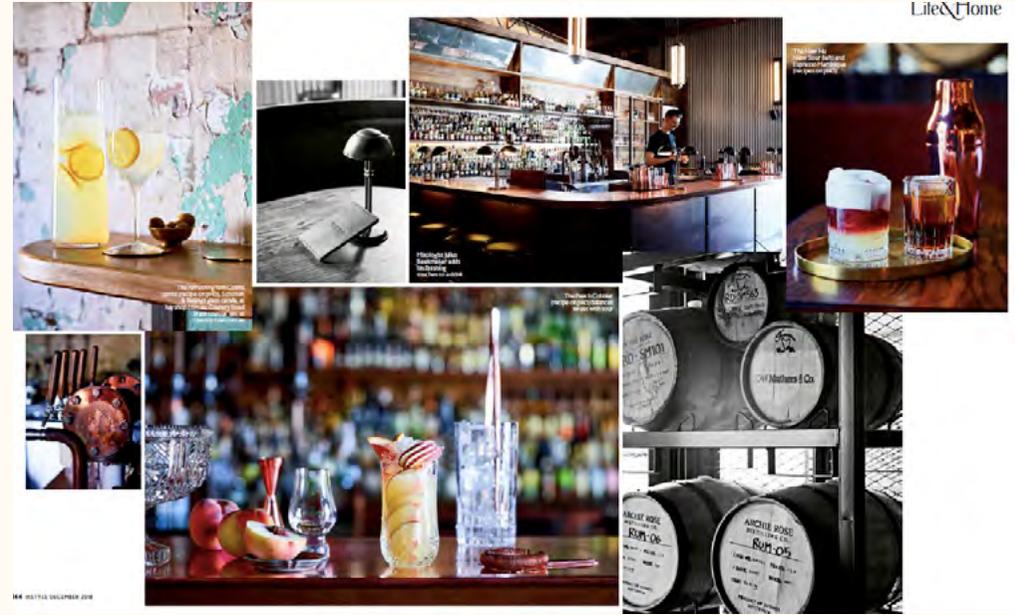
“A friend bought me a seat at the gin blending course as I do not drink gin and know nothing about it. It felt like a real occasion with the tables set up beautifully and the staff well informed of the process. The drink menu was extensive and I enjoyed the experience immensely.”

“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, creating new liquor production was a high-risk endeavor – while the former is a common hobby (you can buy your own stills at the supermarket), distilling spirits without a license is illegal. "If you want to start 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 backhalls. "There's been this strange culture around mystery and access to do with [spirit] production – people not talking to the [the] ops, or some 'legit' aware sources," Edwards says. "We wanted to make something as open and transparent 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 whisky tasting and walked up on the subject, Willers, 33, recalls. "When you're in whiskey in, everyone says they're starting a distillery, the Will said, 'I'm actually doing it, and I ended up coming on board at the start'"). His involvement 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 character," he explains of the concept. "Something authentic also appeals to the plant consumer base." Willers worked with renowned forager Diego Hooton to source local botanical ingredients – which led to an important turning point in the distiller's work. "We had to go out into the bush to see what we would have as ingredients from native, and then Diego would



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

If you're enjoying less Archie Rose's mixer bar for a cocktail, you can enjoy your martinis with a twist. The mixologists are a fan for incorporating the classic and anachronistic ingredients as part of the fun (the Purple Rain features Ribena, while the Espresso Martini blends rum with cold brew coffee).

"It's his willingness to experiment that has helped put Australian spirits on the global map," says Edwards. "We're moving away from something very rigid and 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're not tied to any traditions or conventions."

Both agree the liquor scene is experiencing an awakening, with interest in the category booming. And while distilling may be a hobby 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," Willers says. "It's like finger painting with flowers."



The Drinks

NEW NU NEW SOUR

SERVE IN ROCKS GLASS

40ml new make 100% agave spirits
20ml fresh lime
50ml sugar syrup
100ml water
100ml ice
1. Combine all the ingredients in a jar, shake and pour into a cocktail shaker. Shake up vigorously for 30 seconds. 2. Add ice to the shaker. Shake again and strain over fresh ice in the glass. 3. Create the stress over the top.

ESPRESSO MARTINI

SERVE IN SHORT GLASS

40ml new make 100% agave spirits
20ml fresh lime
20ml fresh ruby red grapefruit juice
20ml fresh passionfruit
20ml sugar syrup
100ml water
1. Combine all the ingredients (except the ice) in a cocktail shaker. Shake to combine the ingredients. 2. Add ice to the shaker, shake again and strain over fresh ice in the glass. 3. Sprinkle fresh dehydrated cucumber top of the ice cube or garnish.

NEIGHBOURHOOD NEON PUNCH

SERVE IN SHOT GLASSES

20ml Archie Rose Signature Dry Gin
20ml lemon juice
20ml sugar syrup
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a shot glass. 3. Add ice to the shot glass. 4. Garnish with fresh lime.

PURPLE RAIN

SERVE IN NEIGHBELL GLASS

40ml white rum
20ml fresh lime
20ml fresh passionfruit
20ml sugar syrup
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a shot glass. 3. Add ice to the shot glass. 4. Garnish with fresh lime.

GIN MARTINI

SERVE IN MARTINI GLASS

40ml Archie Rose Signature Dry Gin
50ml dry vermouth
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a martini glass. 3. Garnish with fresh lime.

HIDDEN VOYAGE

SERVE IN NEIGHBELL GLASS

40ml new make 100% agave spirits
20ml fresh lime
20ml fresh ruby red grapefruit juice
20ml fresh passionfruit
20ml sugar syrup
100ml water
1. Combine all the ingredients (except the ice) in a cocktail shaker. Shake to combine the ingredients. 2. Add ice to the shaker, shake again and strain over fresh ice in the glass. 3. Sprinkle fresh dehydrated cucumber top of the ice cube or garnish.

TOM COLLINS

SERVE IN WINE GLASSES

40ml Archie Rose Signature Dry Gin
20ml lemon juice
20ml sugar syrup
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a wine glass. 3. Add ice to the wine glass. 4. Garnish with fresh lime.

GIN & TONIC THREE WAYS

SERVE IN SHIRT GLASSES

40ml Archie Rose Signature Dry Gin
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a shirt glass. 3. Add ice to the shirt glass. 4. Garnish with fresh lime.

PEACH COBBLER

SERVE IN NEIGHBELL GLASS

40ml white rum
20ml fresh lime
20ml fresh passionfruit
20ml sugar syrup
100ml water
1. Measure out each ingredient.
2. Combine all ingredients in a jar, shake and pour into a shot glass. 3. Add ice to the shot glass. 4. Garnish with fresh lime.



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.

By Image Credits 24th Feb 2018 38 Shares

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, have 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 Wilson, a renowned spirits authority and industry expert, and the Archie Rose team will step 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 60 long, 60 years 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 to right to your door (as if it weren't impossible enough).

DATE: 17th June 2018 6:00pm

WHERE: Archie Rose, 85 Darling Avenue, Rosebery

PRICE: \$95 (GOLD OUT)

Get Directions: View Map

EVENT TYPE: Food & Drink, Tours & Classes

FEATURES: Food for Dinner, Food for Drinks

REMIX

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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 featured 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 'Book now' button and social sharing options. At the bottom, there's a 'THINGS TO DO IN SYDNEY THIS WEEKEND' section with a 'See More' link.

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 large image of a person pouring liquid into a glass, with various spices and ingredients visible. The text describes the experience of creating a custom gin. Below the main article, there are social media sharing options and a 'SEE ALSO' section with links to related articles. On the right side, there is a vertical advertisement for Tigerair with the text 'go to capture moments like this' and 'tigerair go for it. book now'.





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, is leaning over a large wooden barrel in the foreground. The background is filled with a grid of many smaller wooden barrels mounted on a dark metal frame. The lighting is dim, creating a moody atmosphere.

THANK YOU

FOR MORE INFORMATION, PLEASE CONTACT

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