

RESAERCH BOOK

# PLAU DISTILLERY

SELF INITIATED PROJECT / ELEANOR SPICKETT

# GIN HISTORY

## THE INVENTION

A Dutch scientist originally formulated juniper berry oil as a medicine and it was added to distilled spirit along with botanicals in order to make it more palatable. It was so palatable in fact, that cases of reported illnesses soared as the masses tried to acquire this 'genever' that was only available in pharmacies. The demand was so high that numerous small distilleries emerged and the commercial, non-medicinal version was born.

GIN ORIGIN

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GIN ORIGIN

## ‘DUTCH COURAGE’

English troops fighting alongside the Dutch in the Thirty Years' War (1618-1648) noticed that the Dutch soldiers were extremely courageous in battle. This bravery became attributed to the calming effects of the genever that they sipped from small bottles hanging from their belts. English soldiers returning home from the war spread the news of this genever and the Dutch began to import it all over the world in their vast fleet of trade ships.

GIN ORIGIN

## GIN CRAZE

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Dram Shops or Spirit Vault were names given to Gin Shops and was a product of the Gin Craze of the 18th Century, which was an epidemic in Georgian Society. Gin was introduced into Britain in the late 17th Century by the Dutch King of England William III. Production and sale was almost completely deregulated in order to stem the flow of imported spirits such as Brandy from France a 'free Gin' policy. This policy proved to be a disaster. Within a few years 7000 Gin Shops appeared all over England. By 1749, in London alone, of the 96,000 houses, 15,000 sold alcohol and 9000 of them were Dram Shops.

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## GIN CRAZE

Hogarth's illustration of the evils of gin-drinking was published as a pair with 'Beer Street', as part of a campaign against the uncontrolled production and sale of cheap gin. Many people overconsumed and the city had an epidemic of extreme drunkenness; this provoked moral outrage and a legislative backlash that some compare to the modern drug wars.

GIN ORIGIN





## DRAM

A Dram is a measure of Spirit, around 30ml. Gin or Dram Shops started off in Chemist shops and in many ways were more like shops than Inns. They were often located in dismal cellars, hence the term Spirit Vaults, with the term referring to vaulted cellar rooms that contained them.

PLAU

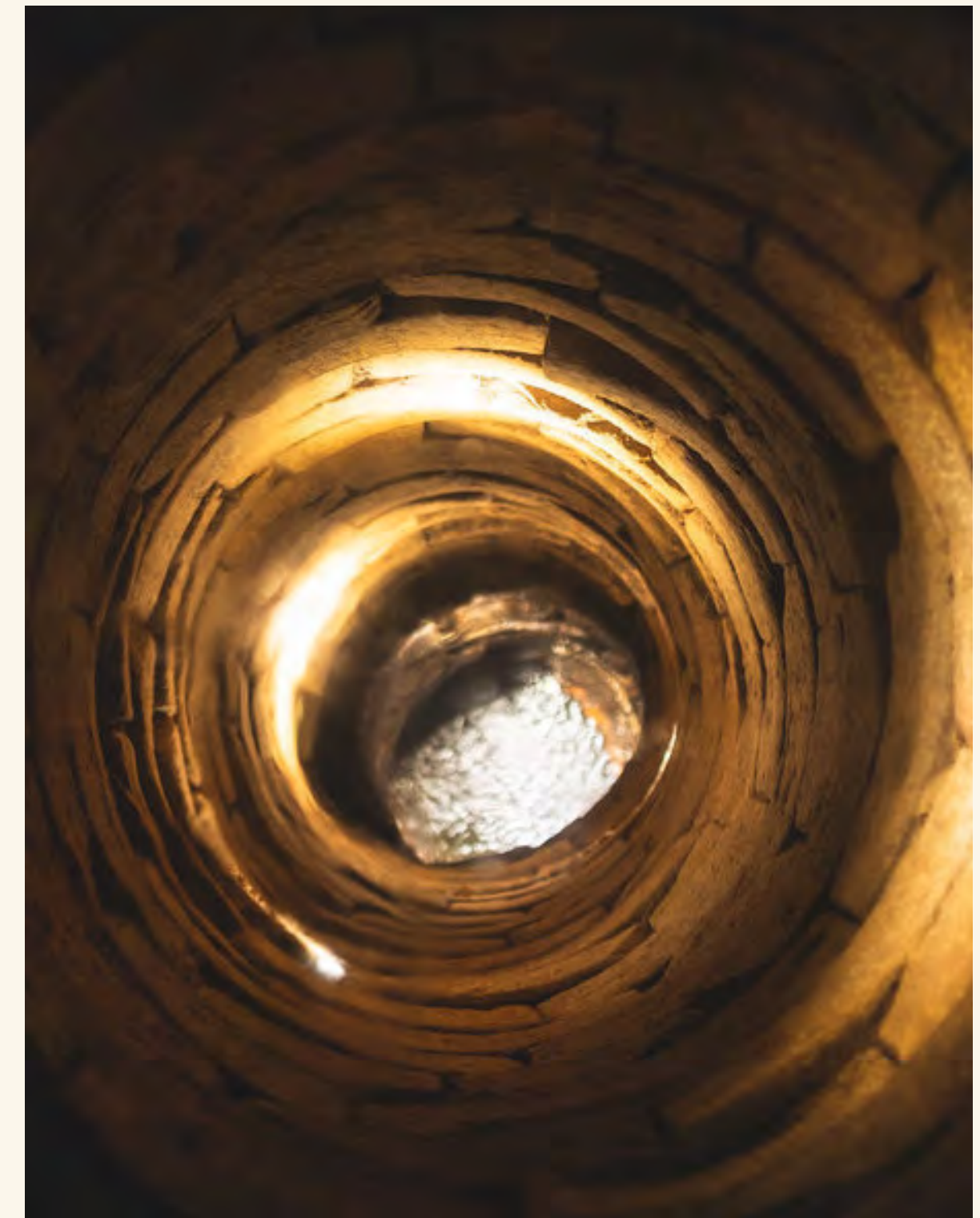
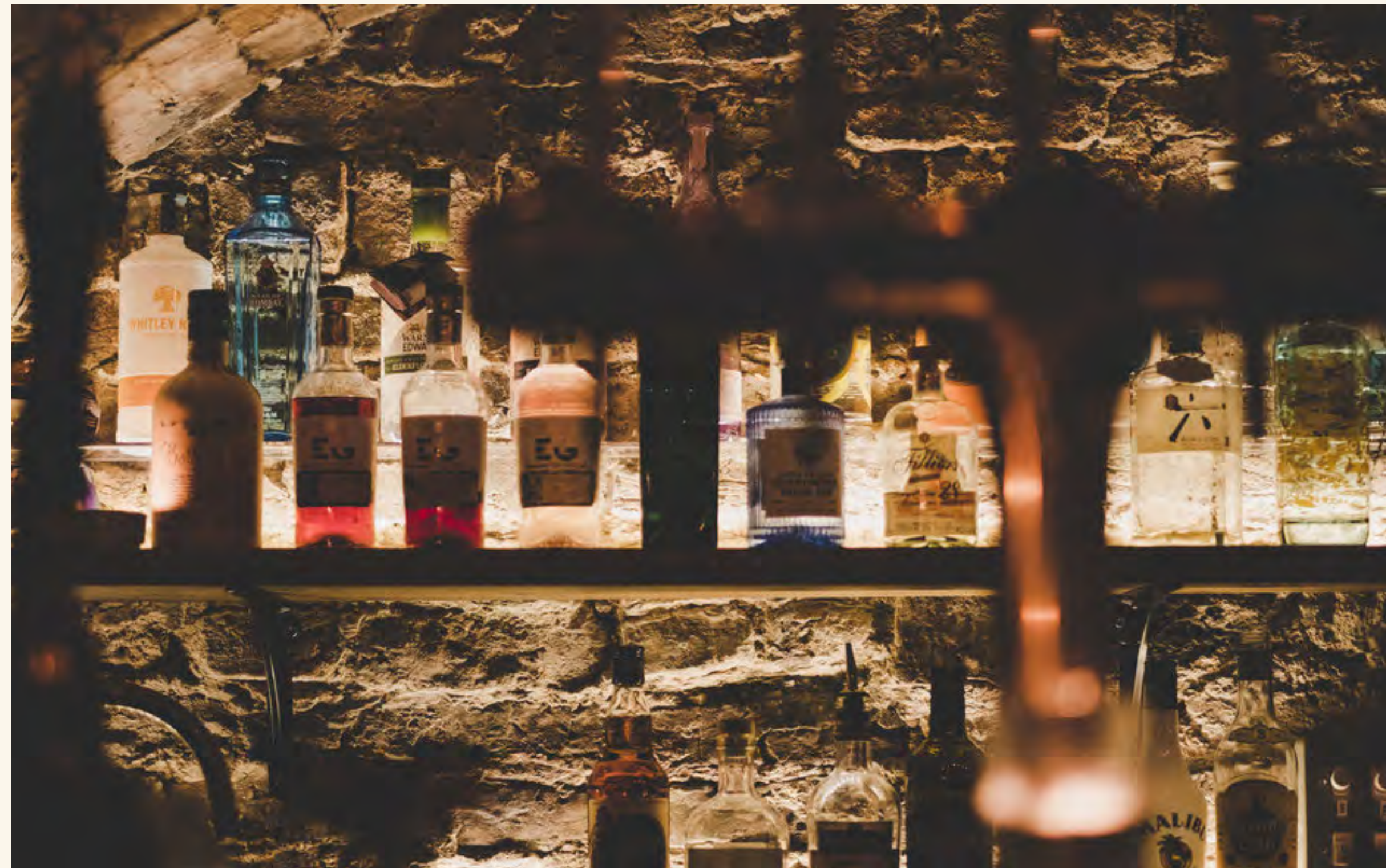
TO BE LET and possession to be had on May-day Next. THAT well-accustomed PUBLIC-HOUSE, known by the sign of the "PLOUGH," together with the DRAM-SHOP attached, eligibly situated in Friargate, and well-adapted for carrying on an extensive business.

*Preston Chronicle c. 1831*

# PLAU PRESTON

## HISTORY

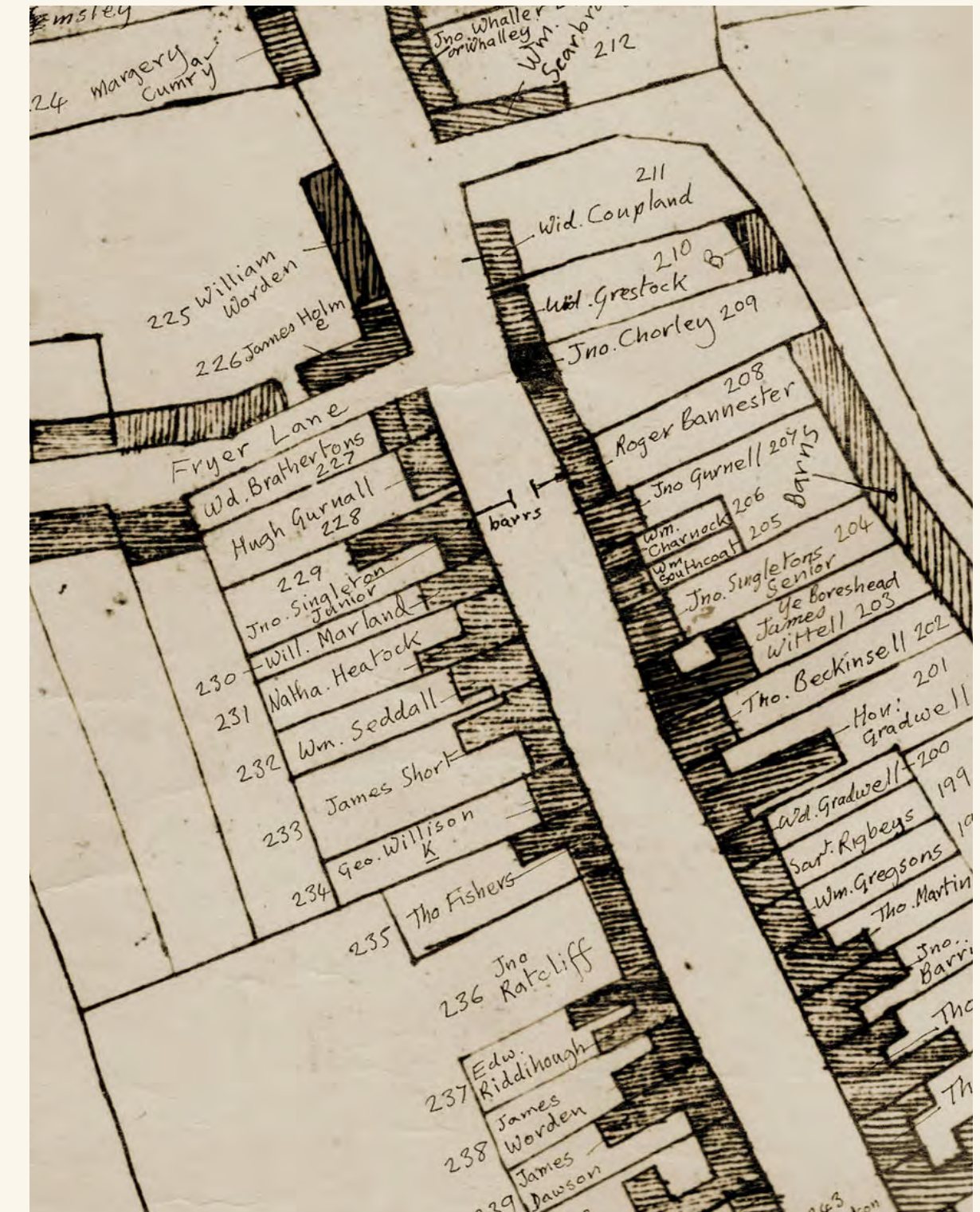
There is documented evidence of The Plough Inn having a Dram Shop. The “Spirit Vault” was listed again in the sale particulars of 1854 for The Plough Inn. However, with the growing public health concerns and the rise of the temperance movement, The Dram shop was legislated out of business around this time. During their renovations, they rediscovered The Vaults, filled to the brim with rubble and bricked up. 50 tonnes of rubble removed later, The Spirit Vaults started to come back to life, more than 160 years after their closure.



# DISTILLERY

The front part of the cellar has been identified by a specialised historian as containing the remains of a small Gin Distillery. There is a mash pit for pulping the grain and horse-shoe shaped shelving, with water run offs, which held Gin Stills. Small scale Gin production had been largely outlawed by the last part of the 18th Century and the construction is too permanent to be an illegal Still, so the likelihood is this dates from the "Gin Craze" days of the first part of the 18th Century, when Gin production was liberalised to encourage domestic spirit production.

HISTORY



## 21ST CENTURY 'GIN CRAZE'

Britain has seen a growing rise in popularity of gin in recent years with more bottles of the juniper-based drink being sold than ever before. Sales have seen a staggering boost, breaking £2bn and almost doubling in the space of two years, between 2016-2018.

## BRIEF

Bring Plough Inn's gin distillery back to life, keeping their vast heritage at the heart of the brand. Celebrate the 'Gin Craze' that William of Orange brought to England in light of the increased popularity of gin.

# GIN REFERENCE

# BOMBAY SAPPHIRE

Inspired by Victorian jewels and regal crests, the famous azure blue Bombay Sapphire bottle was launched in 1987. Where other gin makers package their gins in a sea of green, our unmistakable bottle stands out in any well-stocked bar.

## REFERENCE





# HENDRICK'S GIN

HENDRICK'S GIN'S unique (and dare we say unusually alluring) flavour comes from roses and cucumbers combined with a divine blend of eleven other botanicals, and the use of two distinctly different stills. The result is an exquisitely balanced gin.

REFERENCE



# DRUMSHANBO GUNPOWDER IRISH GIN

Here at the edge of a lake in a shed in a small Irish town, the ordinary is made extraordinary. Within is the laboratory of PJ Rigney, boundary-pushing begetter of hand-made spirits who slow distills gin with nature's finest oriental botanicals and gunpowder tea.

REFERENCE



## SIPSMITH

Founders, had an unwavering belief in things well made - the way they used to be, the way they should be. So they set up London's first traditional copper distillery since 1820. Their mission was simple: to bring London Dry Gin of truly uncompromising quality and character, back to the city where it first earned its name.

REFERENCE



# OPIHR

Ophir is a legendary region famed for its wealth and riches which prospered during the reign of King Solomon. Whilst its exact location remains a mystery, it is thought to have been in the Orient along the Ancient Spice Route – a network of sea routes that link the East with the West.

REFERENCE



# TANQUERAY NO. TEN

The only gin to grace (and grace is very much the word) the world spirits hall of fame. One of only a handful of truly small batch gins (from the infamous "Tiny Ten"). One of an even more elite group that uses whole fruit rather than peel. Say hello to the younger brother of the original Tanqueray.

REFERENCE



# SLAMSEYS

Slamsey's fruit gins and vodkas was born out of our discovery that famous 17th century naturalist Sir John Ray was born near the farm. Inspired by his taxonomic studies of local insects, a unique take on the British countryside in the challenging and ever-growing gin market.

REFERENCE



# SEEDLIP

'What to drink when you're Not drinking'  
Seedlip is on a mission to change the way the world drinks with the highest quality non-alcoholic options.

REFERENCE



# TYPOGRAPHY REFERENCE



# NO.3 LONDON DRY GIN

TYPE  
REFERENCE

The power of 3: a blend of 3 botanicals; at No. 3 St James's Street, London; in a 3 sided bottle.



# HAYMANS SMALL GIN

LIL  
REFERENCE

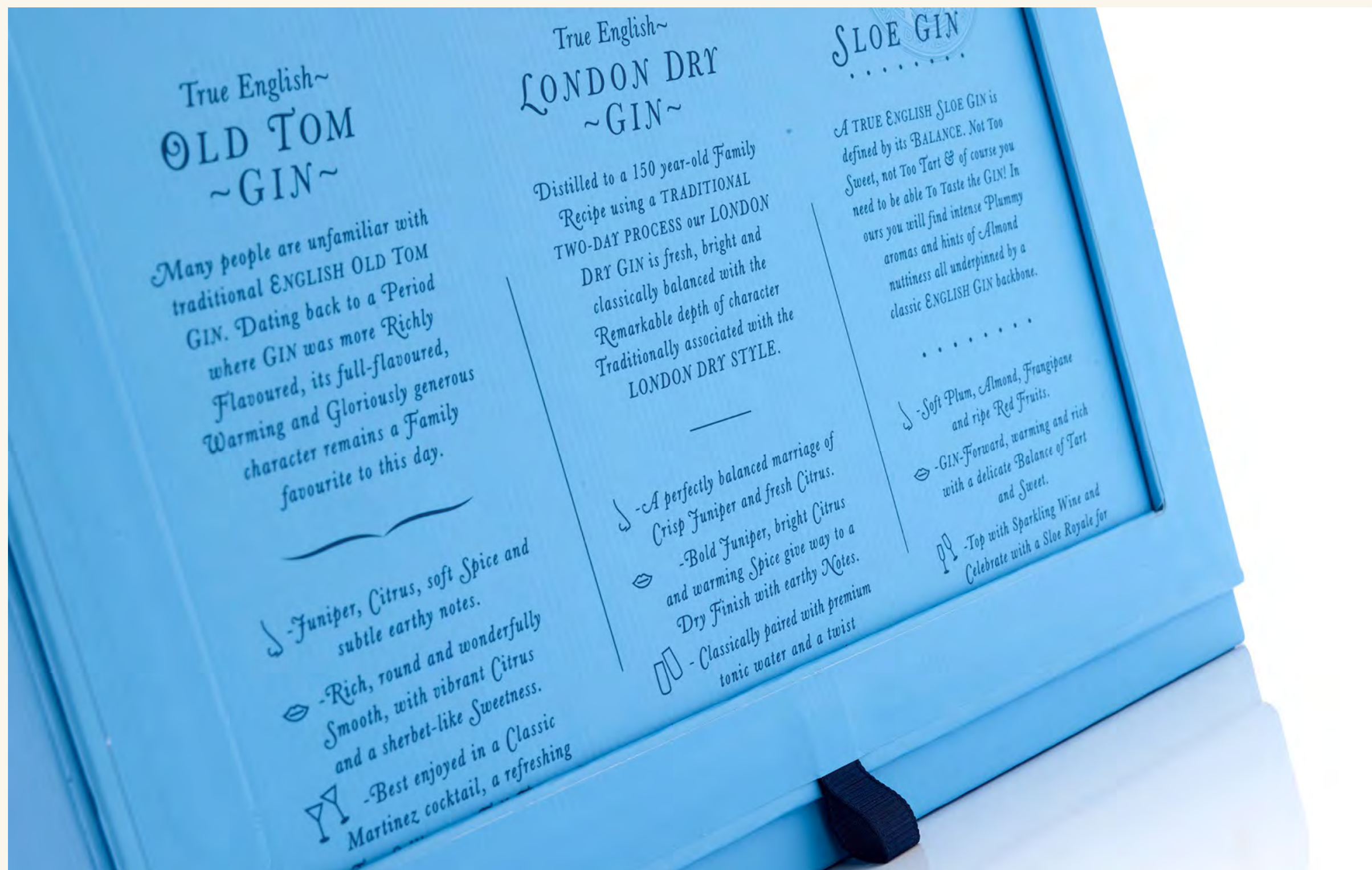
Small on size but big on flavour, small gin is so rich in botanical character that our recommended serve of just 5ml (one thimbleful) is all you will need to create a wonderfully-balanced, full flavoured G&T.



# HAYMAN'S TRUE ENGLISH GIN

TYPE  
REFERENCE

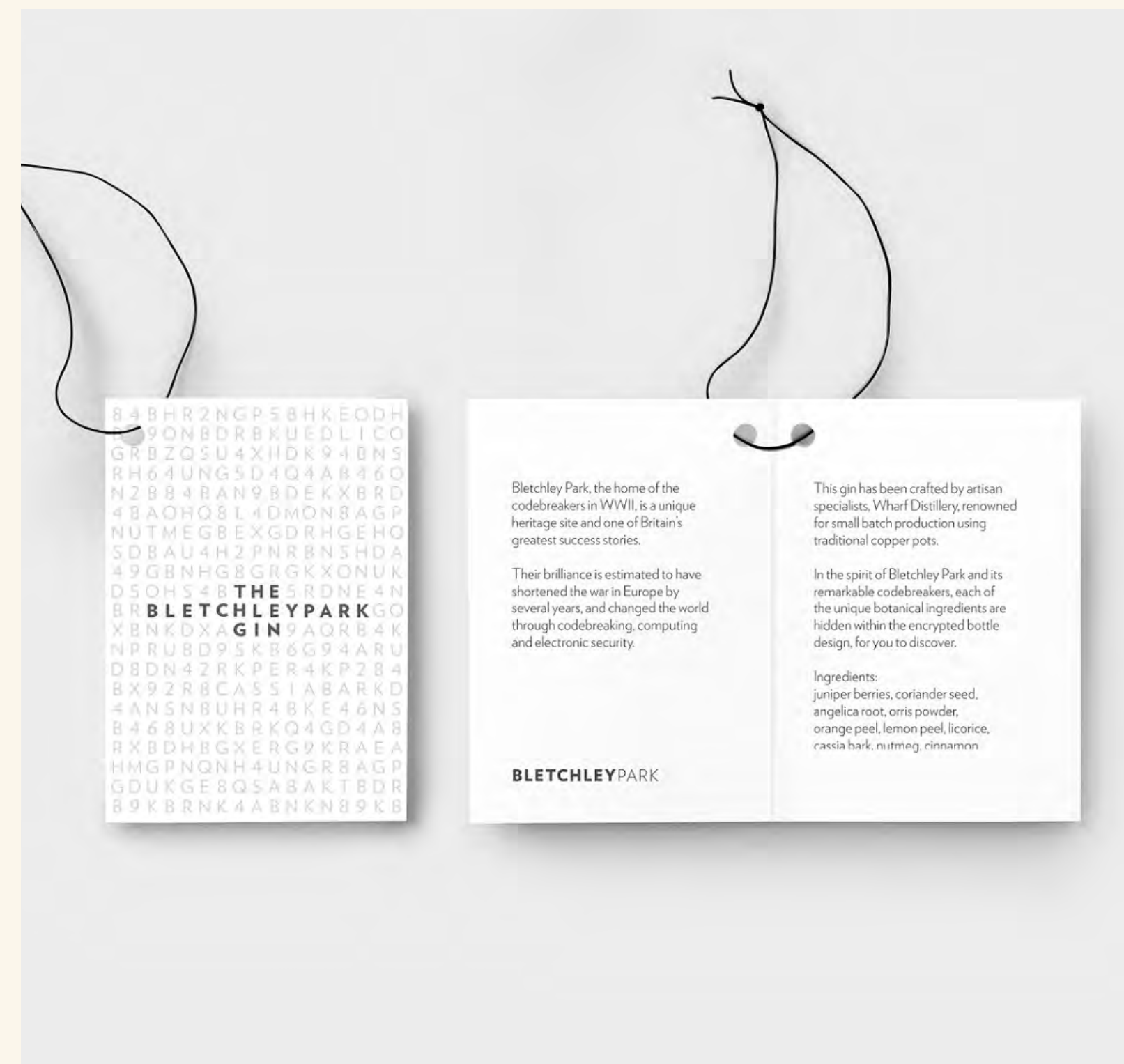
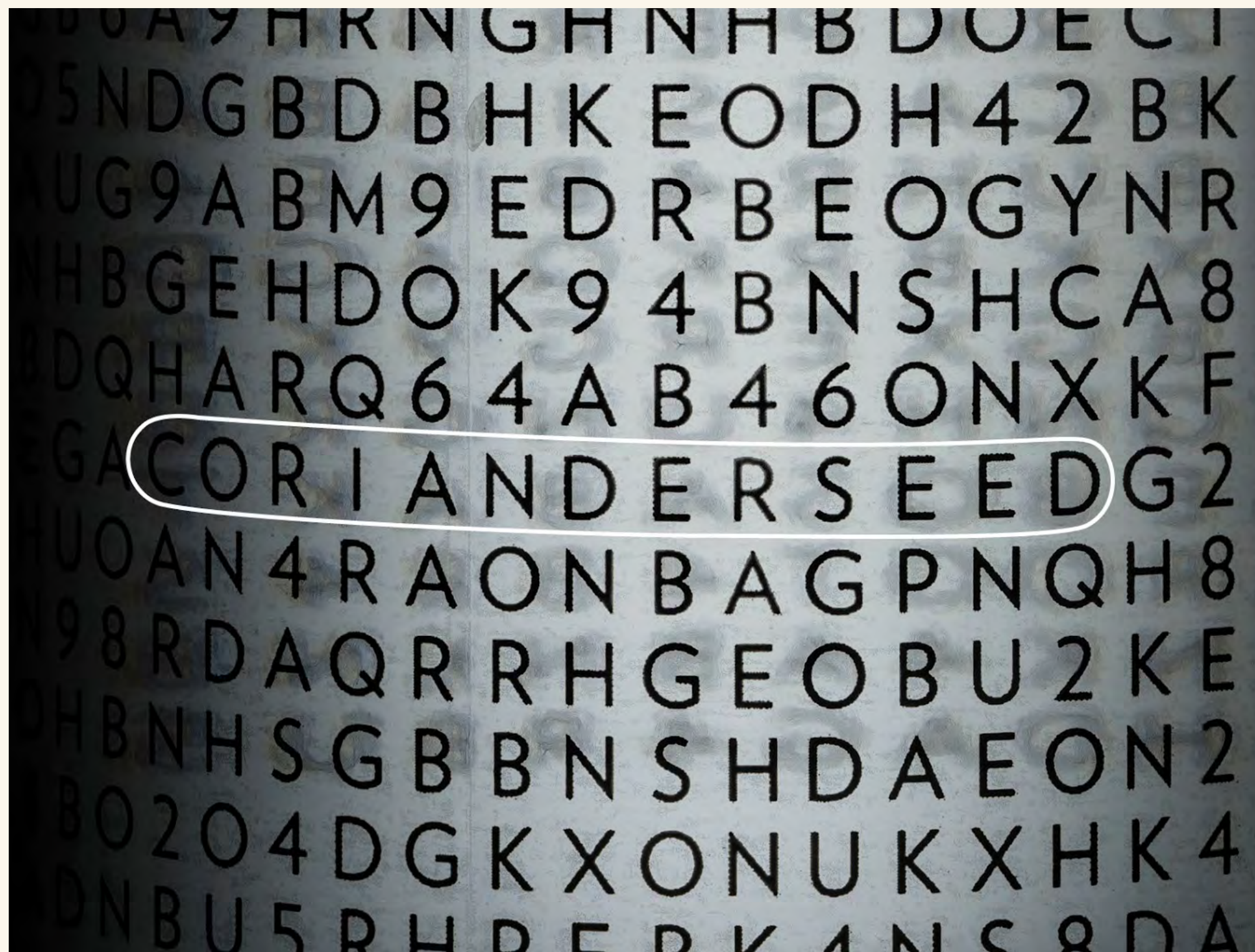
The set includes three 20cl bottles of gin from Hayman's core range – their London Dry Gin, Old Tom Gin and Sloe Gin – and features exquisite MW packaging dreamt up by the talented designers at Stranger & Stranger.



# THE BLECHLEY PARK GIN

TYPE  
REFERENCE

In the spirit of Bletchley Park and its remarkable codebreakers, each of the unique botanical ingredients are hidden within the encrypted pattern around the bottle for you to discover.



84BHR2NGP58HKEODH  
9ON8DRBKUEDLICO  
GKBZQSU4XHDK94BNS  
RH64UNG5D4Q4A846O  
N2884BAN9BDEKXBRD  
4BAOHQ8L4DMON8AGP  
NUTMEGBEXGDRHGEHO  
SDBAU4H2PNRBNSHDA  
49GBNHG8G8GKXONU  
D5OHS48THE5RDNE4N  
BRBLECHLEYPARKGO  
XBNKDXAGIN9AQR84A  
NPRUBD95KB6G94ARU  
KDN42RKP4KP284  
BX92RBCASS1ABARKD  
4ANSNBUR4BKE46NS  
B468UXKBRKQ4GD4AB  
RXBDH8GXR9KRAEA  
HMGPNQNH4UNGRBAGP  
GDUKGE8QSABAKTBD  
LICAROOT4BR4548B  
9KBRNK4ABKN89K  
K4NSHDAG4RBU5KA

Bletchley Park, the home of the codebreakers in WWII, is a unique heritage site and one of Britain's greatest success stories.

Their brilliance is estimated to have shortened the war in Europe by several years, and changed the world through codebreaking, computing and electronic security.

This gin has been crafted by artisan specialists, Wharf Distillery, renowned for small batch production using traditional copper pots.

In the spirit of Bletchley Park and its remarkable codebreakers, each of the unique botanical ingredients are hidden within the encrypted bottle design, for you to discover.

Ingredients:  
juniper berries, coriander seed, angelica root, orris powder, orange peel, lemon peel, licorice, cassia bark, nutmeg, cinnamon

**BLECHLEYPARK**

# COPPERFIELD LONDON DRY GIN

TYPE  
REFERENCE

The idea of creating a book inspired bottle came out of Katherine and Chris Smart's background in academia and their passion for collecting rare, vintage books, especially Charles Dickens. Naming the first volume 'Copperfield' was a direct reference to Dickens but also alludes to the copper still and the selected natural botanicals used in the creation of this amazing London Dry Gin.



# COCA-COLA SIGNATURE MIXERS

TYPE

REFERENCE

Taste the darker side of premium spirits with Coca-Cola Signature Mixers, a new range specially designed to pair perfectly with premium dark spirits, from brandy to aged tequila. In order to shed light on dark spirits and spark creative flair in the cocktail world, we have embarked on a cutting-edge collaboration to create a range of refined mixers.



TYPE REFERENCE

LEMON SPONGE\*

4½ BUTTER • 6½ CASTER SUGAR • 8½ FINE SPONGE FLOUR • TWO LARGE EGGS

JUICE ½ A LEMON

1 TBSP LEMON ESSENCE

LEMON DRIZZLE

1 TBSP OF LEMON CURD

1 TBSP SUGAR • THREE DROPS PURE LEMON ESSENCE

\*FRIBBLET THE OVEN PREHEATED TO 180°C (350°F) GREASE A PAPER BOWL (LARGE) WITH BUTTER & LINE WITH BAKING PAPER

USING A WHISK BEAT TOGETHER BUTTER & CASTER SUGAR - IN A SEPARATE BOWL BEAT TWO EGG YOLKS & ADD THEM SLOWLY TO THE BUTTER & SUGAR MIXTURE - TAKE YOUR LEMON & ZEST IT INTO THE MIXTURE - ONCE ZESTED ADD HALF THE JUICE OF A LEMON & LEMON ESSENCE

FROM THE MIX INTO THE PREPARED CAKE MIXTURE AND BEAT FOR 10 MINUTES UNTIL THE MIXTURE IS LIGHT & FLUFFY

\*YOU CAN CHECK TO SEE IF THE CAKE IS DONE BY INSERTING A TOASTED BREAD CRUMB INTO THE MIDDLE, REMOVE IT AFTER THE BREADCRUMB IS HOT & IT COMES OUT CLEAN, THE CAKE IS COOKED!

\*WHEN THE CAKE HAS COOLED WITH THE PRESSER OVER A WIRE & CUTLE WOULD LEMON CURD TO TASTE

\*FINISHED SONG BUCKLE OVER THE HORN TO HEAT & SERVED WARMING

AA Æ A' MB MD ME  
 FF FI FL HE LA MP  
 NK NT Œ Œ Œ Œ  
 E Æ R TT TW TY  
 Th UB UD UL UR  
 æ æ cky ct ee fb fh fi  
 fj fl fr ft fy ff ffb ffh  
 ffi ffj ffl ffr fft ffy gg  
 gi gy ggy ip it ky oe œ  
 py sp js fs st tw ty tt tty

ABCDEFGHIJ  
 KLMNOPQR  
 STUVWXYZ £ ¢  
 012345678  
 9 | O ß £ ¥ € \$

THE EVER GLORIOUS  
 ROLLS ROYCE  
 THE BEST CAR IN THE WOLRD  
 ROLLS ROYCE LTD 14-15 COUNDUIT ST. LONDON W1

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Le Grand.  
 Modern Serif Typeface

FOX SEARCHLIGHT, FILM4 AND WAYPOINT ENTERTAINMENT PRESENT

OLIVIA COLMAN EMMA STONE RACHEL WEISZ

THE FAVOURITE

DIRECTED BY YORGOS LANTHIMOS  
 PRODUCED BY YORGOS LANTHIMOS  
 WRITTEN BY CECILIE M. DEMPSEY & DEBORAH DAVIS

ED GUINEY  
 LEEMAGIDAY AND TONY MCNAMARA

Early 18th century, England is at war with the French. Nevertheless, duck racing and pineapple eating are thriving. A frail Queen Anne (Olivia Colman) occupies the throne and her close friend Lady Sarah (Rachel Weisz) governs the country in her stead while tending to Anne's ill health and mercurial temper. When a new servant Abigail (Emma Stone) arrives, her charm endears her to Sarah. Sarah takes Abigail under her wing and Abigail sees a chance at a return to her aristocratic roots. As the politics of war become quite time consuming for Sarah, Abigail steps into the breach to fill in as the Queen's companion. Their burgeoning friendship gives her a chance to fulfill her ambitions and she will not let woman, man, politics or rabbit stand in her way.

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IN THEATRES NOVEMBER 23, 2018

#THEFAVOURITE #THEFAVOURITEMOVIE #THEFAVOURITEMOVIE

TYPE  
REFERENCE

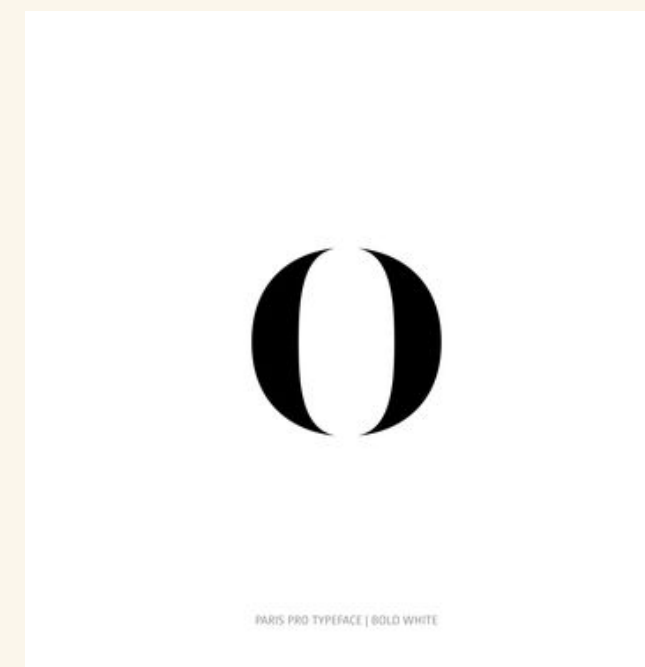


OSLO ↗ ABUJA ↘  
 KABOUL ↓ ALGER  
 BAMAKO → RIGA  
 SAINT-GEORGES ↓  
 QUITO ⇕ SKOPJE  
 WANAKA ↙ PARIS  
 BANGKOK ↗ GAP  
 KYOTO ⇔ SEOUL

CIRCULAR  
 REFLECTION  
 ALTERNATES  
 ACERBE  
 MORDANTE  
 ARDILLON



KILLING EYE



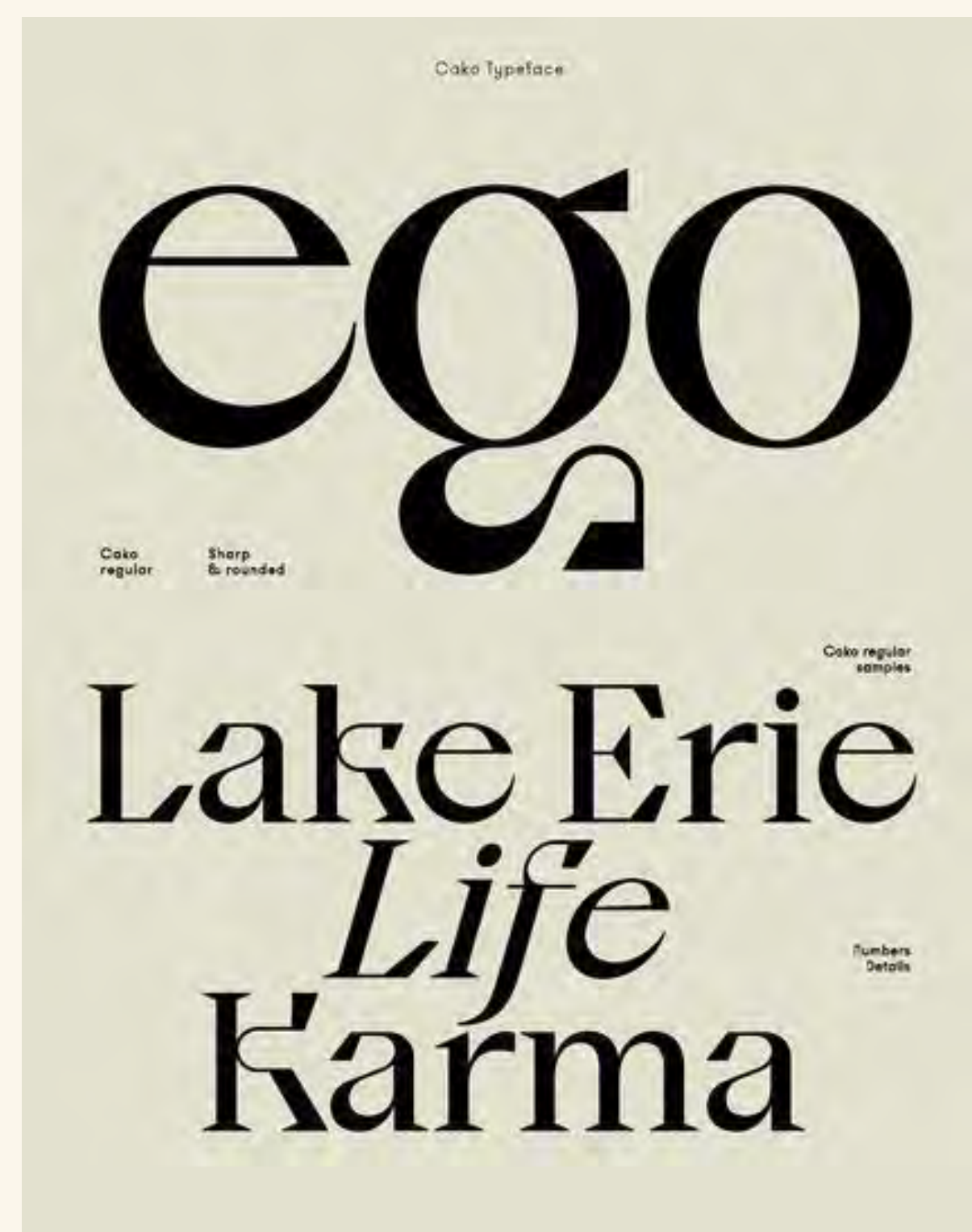
T O N  
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 O O K

SPIN / UNIT EDITIONS, LONDON

14.01.2015  
 18 Uhr  
 HFG Kapelle „ein Projekt der Typografieklasse Lobe“ hfg<sub>DEMAIN</sub>



TYPE  
REFERENCE



DEVELOPMENT

## PRINCE OF ORANGE

### CHARACTER

William III (also widely known as William of Orange) was sovereign Prince of Orange from birth, Stadtholder of Holland, Zeeland, Utrecht, Guelders and Overijssel in the Dutch Republic from the 1670s and King of England, Ireland and Scotland from 1689 until his death.

## BACKGROUND

### PLAU

Gin was popularised in England following the accession of William of Orange in 1688. Gin provided an alternative to French brandy at a time of both political and religious conflict between Britain and France. Between 1689 and 1697, the Government passed a range of legislation aimed at restricting brandy imports and encouraging gin production. No licenses were needed to make spirits, so distillers of spirits could have smaller, more simple workshops than brewers, who were required to serve food and provide shelter for patrons. The Plough Inn took this advantage and set up their own gin distillery during this time. However, with the growing public health concerns and the rise of the temperance movement, The Dram shop was eventually legislated out of business.

INITIAL SKETCHES

PRINCE OF ORANGE

PRINCE

OF

PRINCE

Orange

gr

rd

O

PRINCE OF ORANGE

PR1

O

ngre

gr

orange

PRINCE OF ORANGE GIN

PR1

O

PRINCE OF ORANGE

gr

orange

OPTION 1

PRINCE OF ÓRANGE

OPTION 2

PRINCE ÓRANGE

OPTION 3

PRINCE OF ÓRANGE

OPTION 4

PRINCE of ÓRANGE

PRINCE of ÓRANGE  
LONDON DRY GIN

PRINCE of ÓRANGE  
LONDON DRY GIN

TERM

'London Dry Gin' does not mean the gin was made in London or ever was made in London. It's neither about place nor about taste, only about the process.



OPTION 1

PR1nce  
of ÓRANGE GIN

OPTION 2

PR1nce  
of ÓRANGE GIN

PR1nce  
ÔRange GIN

PR1nce  
ÔRange GIN

PRINCE  
of ORANGE GIN

# PR1nce

of ÓRANGE GIN

PR1

The name Prince contains 'PR1', the postcode prefix for the location of Plau in Preston.

PRINCE  
of ORANGE GIN

ORANGE

Utilising the name orange, to create a flavoured gin variant.

# PR1nce of ÓRANGE

# PR1nce of ÓRANGE

PR1

The name 'Prince' contains 'PR1', the postcode prefix for the location of Plau in Preston.

PRODUCT 1

PR1nce of ÓRANGE  
DISTILLED mandarin GIN

PRODUCT 2

PR1nce of ÓRANGE  
LONDON DRY GIN



Queen mary II  
INDIAN TONIC WATER

DUTCH CÔURAGE  
DRAM SERVING OF GIN

TYPEFACE

Cormorant Unicase Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Preston

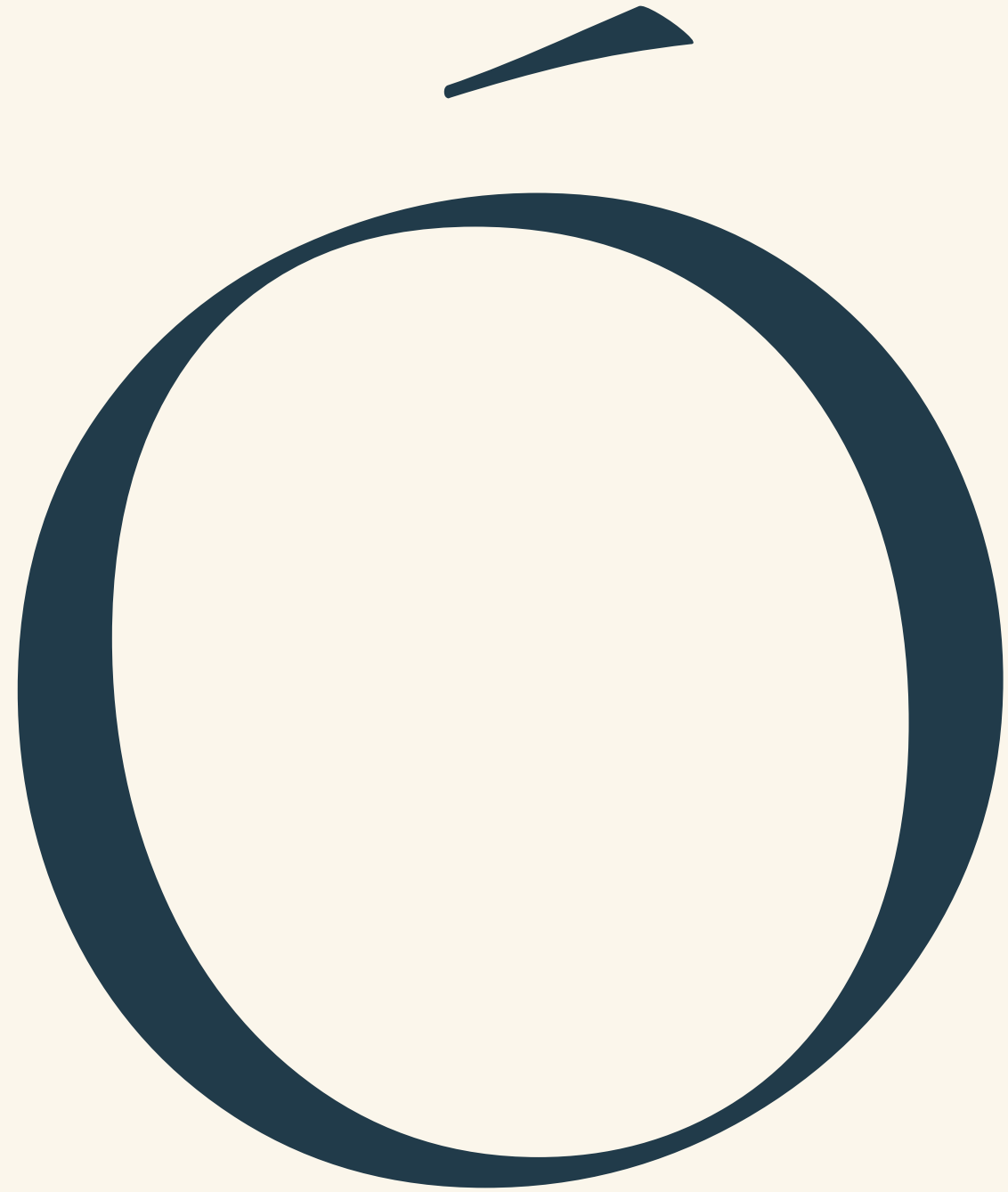
GLYPHS

1/4

No



WINDOW  
& MARK



Following the Glorious Revolution, Mary II and her husband William III held joint sovereignty over the kingdoms of England, Scotland, and Ireland. It only seemed fitting to dedicate Prince of Orange's tonic to Mary. The quintessential pair.

QUEEN  
MARY II

WINDOW  
& MARK



# GIN BOTTLE

Orange gin.

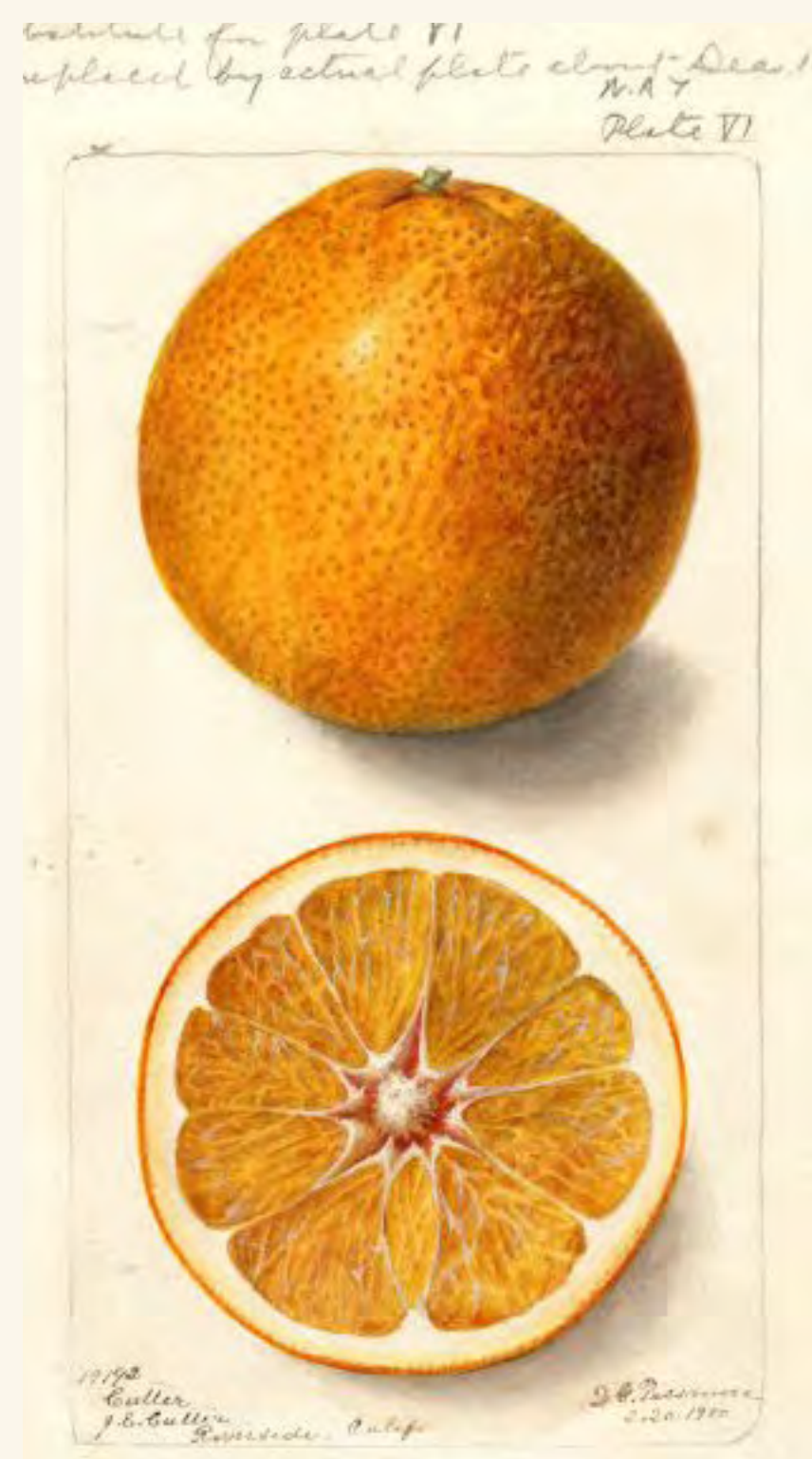
INSPIRATION



# GIN BOTTLE

Orange Illustrations

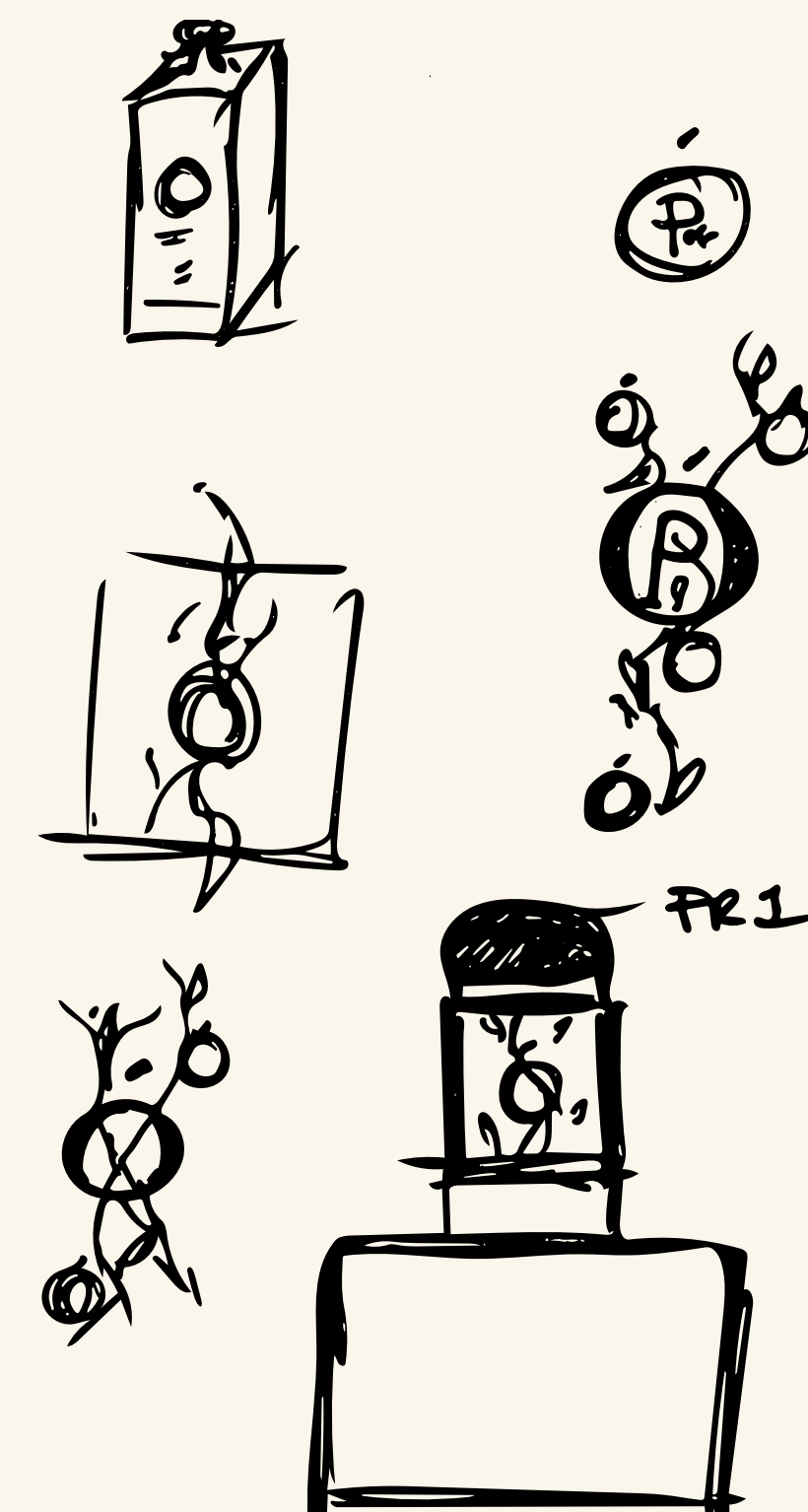
INSPIRATION



# GIN BOTTLE

Leaves illustration with O mark.

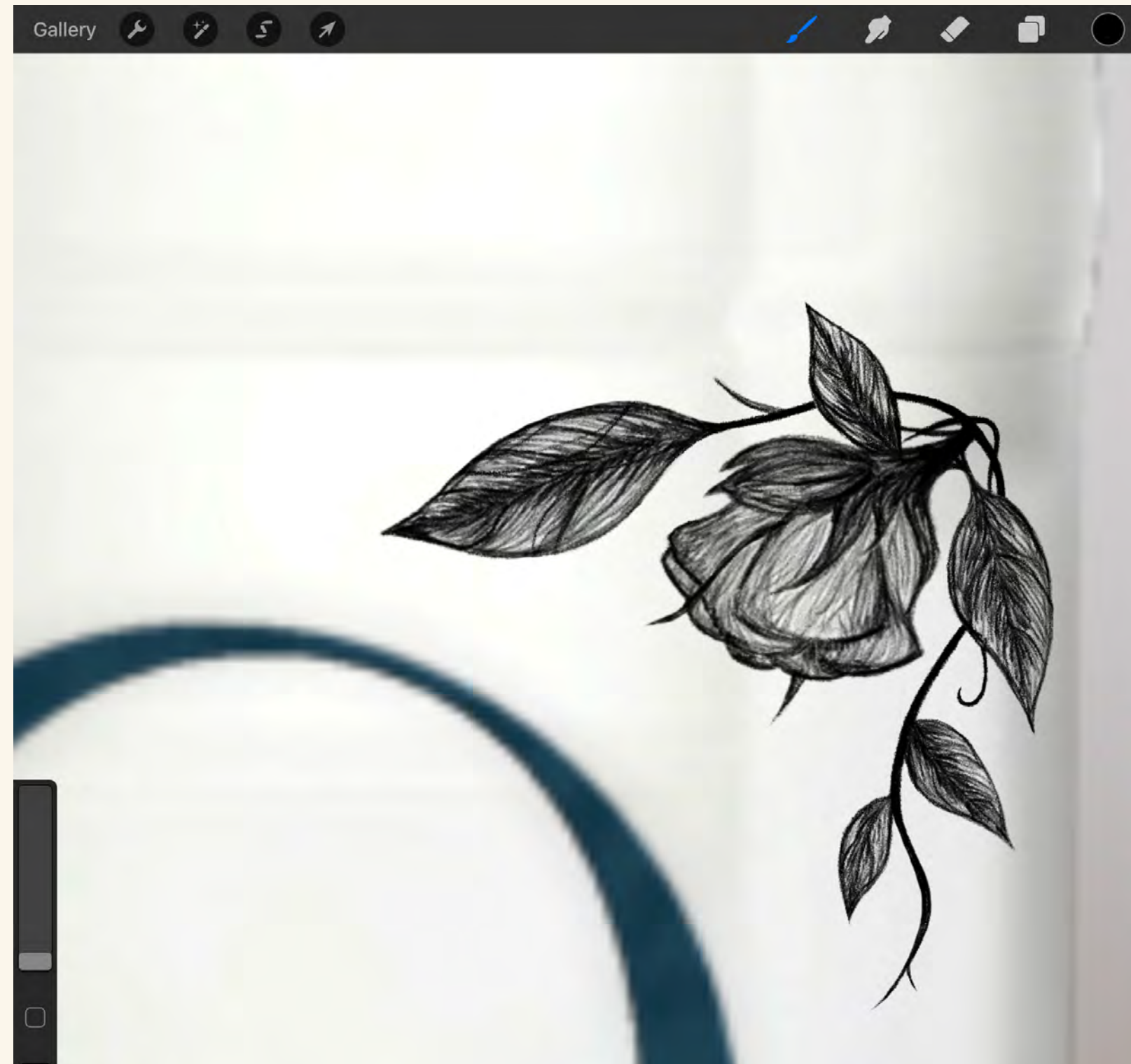
INITIAL  
IDEAS





# GIN BOTTLE

## SKETCHES



# GIN BOTTLE

INITIAL  
IDEAS



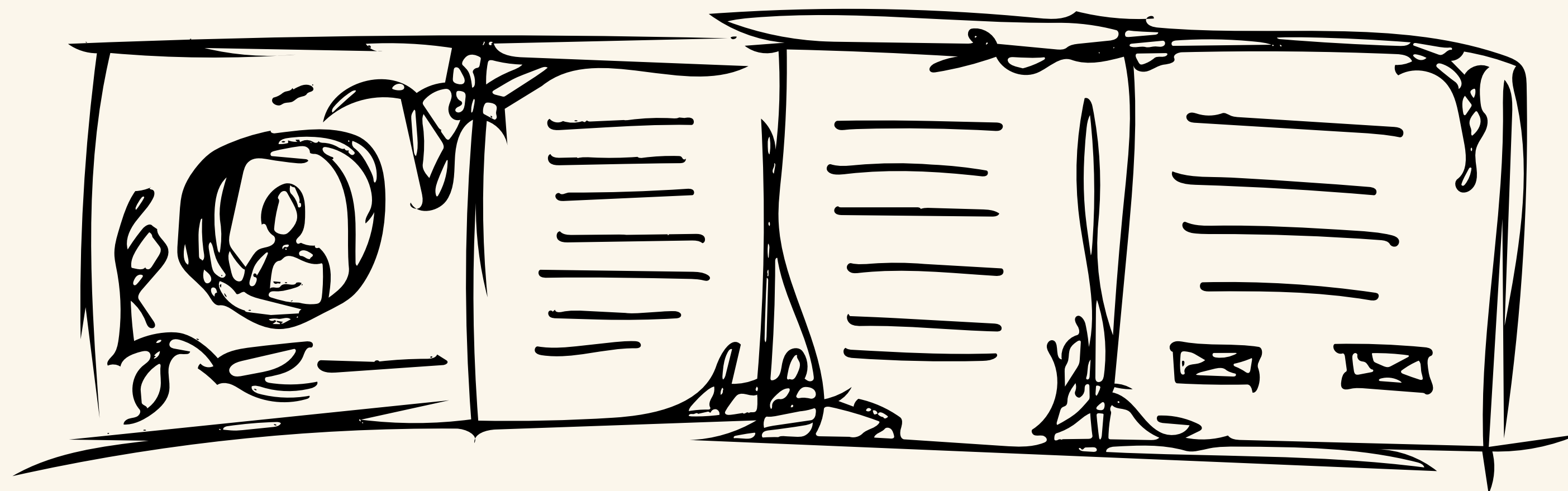
# GIN BOTTLE

OPTIONS



# GIN BOTTLE

STRING TAG



# GLASS

ORANGE  
SHAPE

Serving gin with stemless glasses to resemble an orange fruit. Once the gin is poured in the glass the orange liquid gives the illusion of an orange. Green garnish may be used to help convey this idea.



## JIGGER

DRAM

A jigger is an hourglass-shaped measuring device used by bartenders to ensure that they pour accurate amounts of alcohol into every drink. The 18th century gin glass also known as a dram glass resembles the shape of a jigger. Now gin is served with a mixer, not as a straight spirit, the original glass seems more fitting as a bar tender's alcohol measuring device.



JIGGER



18TH CENTURY  
GIN / DRAM GLASS



GIN DISTILLERY BRAND