

# ASKUR

YGGDRASIL





*This never before made, blend of French base spirit, botanicals from around the world, and Icelandic water, together creates the foundation of this ultra premium gin.*



# THE PROCESS

**BASE SPIRITS :** The base spirit is made from the highest quality wheat from the champagne region of France. Where it is column distilled minimum seven times.

**GIN DISTILLATE:** We then hand select five botanicals from around the world that are distilled in the UK to create a very clean tasting distillate for our London dry Gin.

**THE WATER:** Blended with pure Icelandic water which is very low in minerals and high in PH allows the character of our distillates to flourish.

**THE FINISH:** Our base spirit is carbon filtered and then blended with Gin distillate which is rectified together in our Icelandic facility and then finished off by blending it with Icelandic water before we bottle it to create this clean crisp tasting London dry gin.







# THE BOTANICALS



JUNIPER

THE BALKANS



CASSIA

CHINA



CITRUS

SPAIN



CORIANDER

EASTERN EUROPE



ANGELICA

FRANCE BELGIUM



LICORICE

MEDITERRANEAN





# ASKUR YGGDRASIL

ASKUR's name comes from Nordic mythology and is the name of the *TREE OF LIFE*.

It is believed that ASKUR was located in the center of the Nordic universe joining together the nine worlds of Nordic cosmology.

This name reflects our approach of sourcing the best ingredients around the world which in the case are all from the old Northern Europe.

ASKUR gin is in the center of the world of where our hand selected ingredients come from.

ASKUR : pronounced [/'askyr/]

# ASKUR

## YGGDRASIL









# ASKUR POSITIONING

The design of ASKUR targets the millennial consumer with the look and feel of the craft product. With a uniqueness and authenticity which is what the millennial consumer is looking for.



With the out of the ordinary illustration on the front of the bottle and it's old Nordic name, this product creates curiosity with the consumer.

The core of the product is made in Iceland which will be emphasized in our marketing and positioning,

**"THIS PRODUCT  
CREATES CURIOSITY  
WITH THE  
CONSUMER."**

we believe the major increase in popularity of Iceland as a destination will definitely help getting the word out.

Lastly not a core focus of the brand we believe that ASKUR resonates closely with the viewers of the hugely successful TV franchises Game of Thrones and Vikings.











SET YOURSELF A PART  
FROM THE CROWD  
INSTEAD OF TRYING TO  
SHOUT OVER IT



No. 7 **ASKUR  
MARTINI**



# SIGNS OF ASKUR

Don't let a noisy and crowded bar get  
between you and being served your drink.  
Use one of the Signs of Askur for your  
choice of an Askur Gin drink.

No. 3 **ASKUR  
& SODA**









# REDUCE REUSE RECYCLE PACKAGING

Like our sister brand HELIX 7, ASKUR will have reusable secondary packaging.

On our 1000ml, cases interleaves and boxes are reusable as coasters

On our 750ml cases interleaves are usable as a display cards, board games as well as coasters, and boxes also have suggestions on how to reuse the bottles.

We have filed a patent protection on our secondary packaging concept.



ALL PACKAGING IS  
ALSO RECYCLABLE



# ASKUR

## COMES IN 3 SIZES



1liter  
12 packs



750 ml  
12 packs



50ml  
100 packs



THANK YOU

# ASKUR

— YGGDRASIL —

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SPIRITS  
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