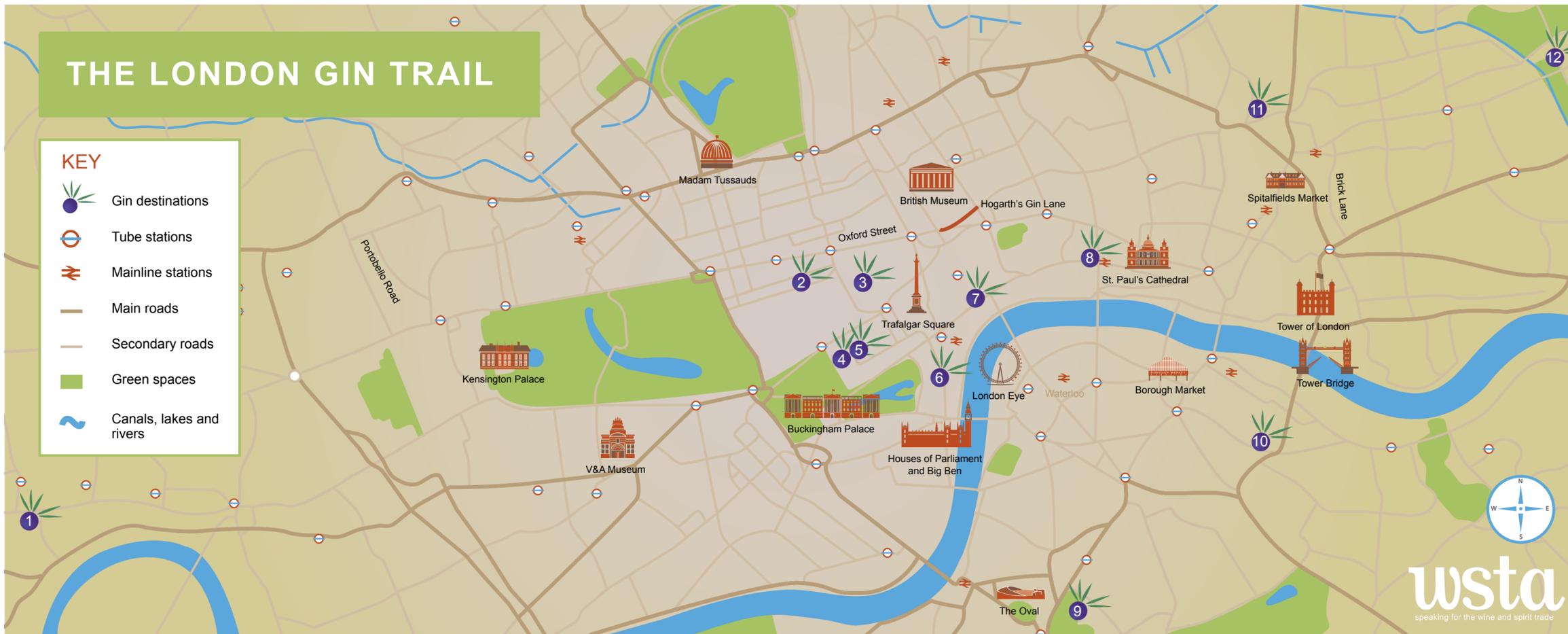


# THE LONDON GIN TRAIL

## KEY

-  Gin destinations
-  Tube stations
-  Mainline stations
-  Main roads
-  Secondary roads
-  Green spaces
-  Canals, lakes and rivers



## OTHER ATTRACTIONS

- BOROUGH MARKET**  Waterloo
- BRITISH MUSEUM**  Holborn or Tottenham Court Road
- BUCKINGHAM PALACE**  Victoria
- KENSINGTON PALACE**  Queensway
- HOGARTH'S GIN LANE**  Holborn
- HOUSES OF PARLIAMENT AND BIG BEN**  Westminster
- LONDON EYE**  Waterloo
- MADAM TUSSAUDS**  Baker Street
- OXFORD STREET**  Oxford Street
- PORTOBELLO ROAD**  Ladbroke Grove
- SPITALFIELDS MARKET**  Liverpool Street
- ST. PAUL'S CATHEDRAL**  St Paul's
- TOWER BRIDGE**  Tower Hill
- TOWER OF LONDON**  Tower Hill
- TRAFALGAR SQUARE**  Charing Cross
- V&A MUSEUM**  South Kensington

Information included on this map is accurate and up to date to our knowledge, we cannot be held responsible for errors or exclusions and advise checking destination websites before you plan your journey.

Want to become a WSTA London Gin Trail destination? Email [info@wsta.co.uk](mailto:info@wsta.co.uk)

Please Drink Responsibly [drinkaware.co.uk](http://drinkaware.co.uk)

## A BRIEF HISTORY OF GIN IN LONDON

As you wind your way around the WSTA's London Gin Trail we would like to whet your appetite with a potted history of the great British spirit.

Gin derives its predominant flavour from juniper berries. Its earliest origins go back to the middle ages where it was used as herbal medicine. It first became popular as a drink in England in 1689 when King William of Orange dropped the tax on spirit production to encourage distilling and help prop up grain prices. However the industry at this time had no quality control and gin was frequently mixed with turpentine.

By 1750 over a quarter of all residences in St Giles parish to the north of Covent Garden were gin shops, and most of these also operated as receivers of stolen goods and co-ordinating spots for prostitution. It was this less than desirable backdrop which provided William Hogarth with inspiration for his famous Gin Lane etching. The illustration is one of a pair, to Beer Street and is an early example for spin. These pictures were funded by the brewing industry to show that beer consumption was far healthier for society as a whole than drinking gin.

100 years on gin was no longer a drink for the disenfranchised and desperate, but a more sophisticated tittle enjoyed as a cocktail. The River Thames played a crucial role in bringing the raw ingredients - spices and fruits - needed to make gin, to the heart of London. This led to the development of an unsweetened, aromatic style of gin known as 'London Dry'. The name emerged as so many distillers were based in London, but it is a production method and can be made outside the capital.

1850 saw the birth of the Gin & Tonic, created as an anti-malarial for British troops serving in India. In 1920 Prohibition in the United States saw out of work American bar tenders crossing the Atlantic to take advantage of London's Bright Young Things as the Jazz era took off.

Gin has continued to evolve taking us up to present day where Britain is at the centre of gin renaissance. Between 2010 and 2014, 73 new spirit distilleries opened in the UK with 56 coming in the past two years alone. UK gin brands have more than doubled during this four year period.

Now it's time to take a look at what London has to offer the gin fans of today. Whether you prefer timeless classics like G&T or Martini, or want to venture into some more exotic cocktails - such as a Gin Fizz, a Singapore Sling or try the Hanky-Panky - there are a wealth of ways to enjoy this great British product. Step onto the trail, check opening times and booking requirements and plot your gin adventure.

## GIN TRAIL DESTINATIONS

### 1 SIPSMITH

Visit Prudence, the first copper still in London since 1820. The swan motif on the Sipsmith mark is a reference to the "swan's neck" pipe where the spirit vapour turns above the still.  
**Address:** 83 Cranbrook Road, Chiswick, W4 2LJ  
**Web:** [www.sipsmith.com](http://www.sipsmith.com)  
**Open:** The distillery is open for tours on selected weekday evenings from 6.30 – 8pm. Book ahead.

 Turnham Green

### 2 HUSH

Their Gin and Jam Afternoon Tea is the perfect excuse to put some tittle in your teatime...and enjoy some G with your T(ea). Also includes classic teatime treats such as finger sandwiches, warm scones with clotted cream and jam.  
**Address:** 8 Lancashire Court, W1S 1EY  
**Web:** [www.hush.co.uk](http://www.hush.co.uk)  
**Open:** Gin and Jam Afternoon Tea is served Mon - Sun 3 - 6pm.

 Bond Street

### 3 GRAPHIC BAR

The bar boasts a world-class gin collection and the latest in ground-breaking urban art. Carrying over 300 different gins from all over the globe it is one of London's best stocked bars. Paint tin punches, historic cocktails and disco drinks are also available.  
**Address:** 4 Golden Square, W1F 9HT  
**Web:** [www.graphicbar.com](http://www.graphicbar.com)  
**Open:** Mon - Sat 12 - midnight

 Piccadilly Circus

### 4 DUKE'S HOTEL

Frequented by James Bond author Ian Fleming, the bar is famed for its Martinis and is said to be where Fleming first coined the classic line, "Shaken, not stirred."  
**Address:** Duke's Bar, St James's Palace, SW1A 1NY  
**Web:** [www.dukeshotel.com](http://www.dukeshotel.com)  
**Open:** Mon - Sat 2 - 11pm / Sun and Bank Holidays 4 - 10.30pm

 Green Park

### 5 BERRY BROTHERS AND RUDD

Go shopping at Britain's oldest wine and spirit merchant and pick up a bottle of their No. 3 Dry Gin created to make a perfect dry martini. This flagship store has changed little since it was opened by the Widow Bourne in 1698.  
**Address:** No 3 St James Street, SW1A 1EG  
**Web:** [www.bbr.com](http://www.bbr.com)  
**Open:** Mon - Fri 10am - 9pm / Saturday 10am - 5pm

 Green Park

### 6 HOUSES OF PARLIAMENT SHOP

Stop off to pick up Sipsmith's exclusive Houses of Parliament gin. Parliament is open for visitors to attend debates, watch committee hearings or take a tour inside one of the world's most iconic buildings.  
**Address:** 12 Bridge Street, Parliament Square SW1A 2JX  
**Web:** [www.shop.parliament.uk](http://www.shop.parliament.uk)  
**Open:** The bookings phone line is open Monday to Sat 9am - 5pm

 Westminster

### 7 THE SAVOY HOTEL

Home to the legendary art deco American bar. Enjoy a classic gin cocktail at one of the world's classiest venues, accompanied by a live jazz pianist every night.  
**Address:** The Savoy hotel, 100 Strand WC2R 0EU  
**Web:** [www.fairmont.com](http://www.fairmont.com)  
**Open:** Mon - Sat 11.30am – 12am / Sun 12pm -12am

 Covent Garden

### 8 CITY OF LONDON DISTILLERY

COLD for short – a distillery and cocktail bar. Take a class in the Gin Lab, to learn about distilling and to create your own personalised bottle of gin  
**Address:** 22-24 Bride Lane off Fleet Street, EC4Y 8DT  
**Web:** [www.cityoflondondistillery.com](http://www.cityoflondondistillery.com)  
**Open:** The distillery opens Mon - Fri 12 - 11pm. The COLD Bar opens Mon-Fri 12 -11pm / Sat 4 - 11 pm

 Blackfriars

### 9 BEEFEATER GIN

Discover the history of Beefeater entwined with the history of London Gin. See how they make their recipe unchanged since the 1800's. Smell and touch the botanicals that make Beefeater gin.  
**Address:** 20 Montford Place SE11 5DE  
**Web:** [www.beefeaterdistillery.com](http://www.beefeaterdistillery.com)  
**Open:** Distillery opens Mon - Sat 10 - 6pm / Bank Holidays 11 - 4pm

 Oval

### 10 214 BERMONDSEY

Serves over 80 gins with their home handcrafted BTW – Bermondsey Tonic Water. They invite visitors to take part in their Gin & Tonic Tasting Flights, which includes blind tasting three mini G&T's.  
**Address:** Underneath Antico Restaurant, SE1 3TQ  
**Web:** [www.214-bermondsey.co.uk](http://www.214-bermondsey.co.uk)  
**Open:** Tu, We 5 - 11pm / Thu 5 - 12am / Fri - Sat 5 - 1.30am / Sun 4 - 10.30pm

 Borough / London Bridge

### 11 HAPPINESS FORGETS

A hip speakeasy bar in a tiny low-lit basement, serving gin cocktails shaken by professional mixologists. Voted 8th in the World's 50 Best Bars in 2015, they promise "great cocktails no wallies".  
**Address:** 8-9 Hoxton Square, N1 6NU  
**Web:** [www.happinessforgets.com](http://www.happinessforgets.com)  
**Open:** Everyday 5 -11pm. Book ahead to guarantee a table.

 Old Street

### 12 EAST LONDON LIQUOR COMPANY

The distillery in London's East End produces and imports quality hand-crafted gins. Housed in an old glue factory in Bow Wharf, ELLC have a bar and bottle shop at their distillery. A comprehensive cocktail list features their own gin, as well as a rich heritage of gin production from around the world.  
**Address:** Unit GF1, 221 Grove Road, E3 5SN  
**Web:** [www.eastlondonliquorcompany.com](http://www.eastlondonliquorcompany.com)  
**Open:** Mon -Thu 12 - 11.30pm / Fri - Sat 12 - 12am / Sun 12 - 11.30pm

 Mile End