

CRUXLAND

GIN

Infused With
KALAHARI TRUFFLES

BRAND STORY

The indigenous inhabitants of the Kalahari tell of secret treasures in the sand, sent down in crackling bursts of power from the skies. With knowledge passed down from generation to generation, the nomadic people of the desert would look to the heavens, watching thunderclouds and setting out when lightning struck. If they followed the signs, this search would lead them to delicate, X-shaped cracks in the arid earth. As it happens, these treasures are !N'abbas; rare Kalahari desert truffles that burst from the ground when rain and autumn moisture cause them to swell. Rare even in their natural soil, these delicacies grow far apart and are hard to find without the help of a skilled !N'abbas hunter.

PRODUCT DESCRIPTION

A double pot distilled London Dry Gin, re-distilled with 100% grape spirits and nine different botanicals. Infused with Kalahari truffles.

PRODUCT VARIANT

CruXland Gin Infused with Kalahari Truffles

TASTING NOTES

Extremely well balanced and complex taste leading to a classy palate with a lingering finish that emphasises the underlying quality of the distilled spirit. On tasting, you discover the juniper berries in the front, the spice magic of coriander, aniseed and cardamom in the middle, and a soft, cooling and sweetish finish from the honeybush, rooibos, almond, lemon and Kalahari truffles.



USP

First gin in world to be infused with Kalahari truffles (known as !N'abbas).

Handcrafted in small batches.

Super-premium double-distilled gin made from the highest quality, 100% pure grape spirits – smooth sipping gin.

Infused with nine signature botanicals indigenous to South African, including Rooibos and Honeybush uniquely infused with Kalahari truffles. CruXland unlocks unique, characterful flavours resulting in an award winning world-class gin.

The rugged earthy packaging is attractive and intriguing. The leather neckstrap feature resembles the cracked earth of the Kalahari and the distinct bold spirit of the N'abba hunters.

SERVING SUGGESTION

The soft, sweet, lingering finish makes this gin perfect to sip neat while the aromatic tasting notes make it the perfect base for a Classic G&T.

RECOMMENDED SHELF LIFE

Indefinite

BLEND/ORIGIN

South Africa

COLOUR

Clear

%ALC/VOL

43.0 % a/v

