

LONG ROAD DISTILLERS
MICHIGIN[®]
 BATCH N^o. 4

SPECS:

90 PROOF
 45% ABV.

MLCC CODE
 #21089

SHELF PRICE
 \$32.99

LICENSEE PRICE
 \$27.98



WE SOURCE INGREDIENTS, NOT SPIRITS.

WASH/MASH BILL:

100% MICHIGAN INGREDIENTS

Starting with Lake Michigan water, Red Winter Wheat from Heffron Farms in Belding and hand-picked juniper from Beaver Island, Michigan's Emerald Isle.

Harvested by hand on Beaver Island, the juniper used in MICHIGIN provides fresh, bright flavors and a taste you can only get from Michigan's West Coast.

The remaining botanicals have been sourced from throughout the Mitten from small farms, fields and friends, highlighting the abundant agricultural diversity of the Great Lakes State.

CHARACTERISITICS:



"THE WORLD'S BEST GIN!"

-THE FIFTY BEST COMPETITION, 2017

Introducing Long Road MICHIGIN Batch No. 4, a spirit as unique as the peninsulas that inspired its creation. This seasonal release was developed to showcase that world class gin could be made using ingredients exclusively from our great state.

MICHIGIN's base is Red Winter Wheat from a farmer we know by name and flavored with a unique line-up of Michigan botanicals.

As with all gins, juniper is the star of the show - but unlike others, MICHIGIN has a sense of place.

PROCESS AND TECHNIQUES:

- Milled, Mashed, Fermented and Distilled 100% On-site
- Made from Red Winter Wheat from Heffron Farms in Belding, MI
- Features a seven-botanical blend, each one distilled individually
- Juniper hand-picked by the Long Road team on Beaver Island
- Fennel, Lemon Verbena, and Spearmint from Visser Farms in Zeeland
- Galena Hops from the Michigan Hop Alliance in Northport, MI
- White Pine and Sumac wild foraged from Byron Center, MI
- Non-chill filtered and not treated with carbon or charcoal

TASTING NOTES:

- Aromas of fresh pine and juniper berries, transitioning into subtle citrus with sweet lemon and vanilla notes
- Bright juniper, cucumber, and cedar lead the way at first taste
- Notes of citrus and mint offer a crisp finish

AWARDS AND RECOGNITION:

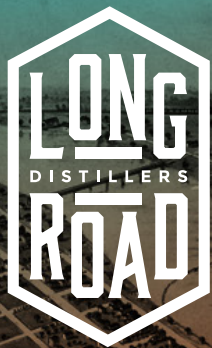
- "Best Gin in the World" - The Fifty Best Competition, 2017
- Double Gold Medal - The Fifty Best Competition, 2017
- Gold Medal, Excellence in Packaging, American Distillers Institute



DISTILLED & BOTTLED BY LONG ROAD DISTILLERS
 537 LEONARD STREET NW. GRAND RAPIDS, MI

LONGROADDISTILLERS.COM





LONG ROAD DISTILLERS
MICHIGIN[®]
 FROM MICHIGAN WHEAT

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90 PROOF 45% ABV. MLCC CODE #21089



MICHIGIN BATCH No. 4 COCKTAIL RECIPES



MICHIGIN FRENCH 75

- 1.5 oz Long Road MICHIGIN
- .75 oz fresh lemon
- .5 oz simple syrup
- 3 oz dry sparkling white wine

Add MICHIGIN, lemon juice & simple syrup to cocktail shaker. Shake vigorously with ice. Strain into champagne flute. Top with sparkling wine. Garnish with lemon twist.



THE EMERALDISLE

- 2 oz Long Road MICHIGIN
- .5 oz creme de menthe
- 2 dashed aromatic bitters

Add MICHIGIN, creme de menthe & bitters to mixing glass. Stir evenly with ice for 30 seconds. Strain into chilled martini glass. Garnish with fresh mint leaf.

MORMON CANNON

- 1.5 oz Long Road MICHIGIN
- 1 oz Malt Whisky
- .5 oz lime juice
- 5 oz ginger beer

Add MICHIGIN, malt whisky & lime juice to cocktail shaker. Shake vigorously with ice. Strain into collins glass. Top with ice and ginger beer. Garnish with lime wheel.



MICHIGIN MARTINEZ

- 1.5 oz Long Road MICHIGIN
- .75 oz sweet vermouth
- .5 oz Maraschino liqueur
- 4 drops orange bitters

Add MICHIGIN, vermouth, Maraschino & bitters to mixing glass. Stir evenly with ice for 30 seconds. Strain into chilled martini glass. Garnish with orange twist.

