



Own-label Gins and Vodkas  
from  
The Ely Gin Company Ltd.

Outline Information

## Introduction

The Ely Gin Company (EGC) was established at the end of 2011 and has been trading since March 2012. EGC specialises in flavoured gins and vodkas, flavoured by infusion rather than distillation. Put simply, this means EGC uses a “mix the fruit with the spirit” method of flavouring, which means that the end products, typically, are coloured as well as flavoured.

In addition, we offer a selection of 7 London Gins.

## Our Services

The EGC offers a small-volume production, bottling and fulfillment service. We specialise in supporting small-batch and low-volume customers. Simple labelling jobs can be as small as 1-case (6 bottles), and custom recipes can be as small as 40 litres.

Customised, or “own-label” products, can take one of four forms:

1. Use the same recipes and bottles as EGC, and simply change the label to your own.
2. Use the same recipes as EGC, but use a different bottle and change the label.
3. Use the same bottle as EGC, but with a non-standard recipe and your own label.
4. All parts are different to standard EGC products.

We do not offer custom-distilled products, and some London Gins may be subject to minimum-order restrictions.

## Pricing guidance

Pricing can vary considerably depending on which options are chosen, and also with the number of bottles being produced.

Referring to the four stages of customisation given above, the price is likely to increase the further down the list. For bottles, the standard EGC bottle is fairly cost-effective anyway and is bought in in large quantities, further reducing the price. Other bottles are likely to be more expensive, and may incur a higher delivery charge if bought in smaller quantities.

For labels, the cost of a label is almost directly proportional to the number of labels bought.

Therefore, for customisation level (1), above, we would ask the customer simply to supply us with labels, which we then affix on your behalf to our standard products. There is no premium for this service and the bottle price will be the same as our current wholesale pricing.

To get an idea of the relative prices of different bottles, it is useful to look at the following web-sites:

- [www.JarsAndBottles.co.uk](http://www.JarsAndBottles.co.uk)
- [www.HSFrenchFlint.co.uk](http://www.HSFrenchFlint.co.uk)
- [www.World-of-Bottles.co.uk](http://www.World-of-Bottles.co.uk)

## Quantities & Lead time

As mentioned above, EGC specialises in infused gins. Infusion typically takes a few weeks. We have a continuous stream of all our standard flavours, but the time taken to infuse means we will need notice of any unusually large orders that might be coming up. 3-weeks' notice is normally sufficient.

Customisation levels 1 and 2 (changing a label and/or bottle) has a minimum order quantity of £100 (ex. VAT) and a lead-time of 1-week, assuming the labels and bottles have been supplied already and we have the flavour in stock. However, please note that both labels and bottles may take up to 2-weeks to arrive.

The lead time for customisation levels 3 and 4 (involving changing the recipe) will depend on the speed of the infusion process. Some settling time after filtering may also be required.

## Holding stock

We can hold modest amounts of stock for you, but you will need to instruct us to do this and also pay for the bottles that go into stock. These can then be drawn down as required, with just the delivery cost to pay.

## Order fulfilment

EGC offers a fulfilment service. This can be a very cost-effective method of servicing web-sales, as it avoids the need to double-transport products. It may also avoid some licencing requirements (and associated costs).

EGC use Royal Mail 24-hour tracked service for orders up to 2kg, and DX or ParcelForce for larger orders.

We will pack the bottles as agreed between us; we may be able to offer gift-wrapping, and can also include any other documentation you may wish to have in the box.

EGC charges a modest amount for this service, which is likely to be offset by the savings made from the postage costs themselves (our contract with Royal Mail offers much better pricing than that available from the Post Office), and, of course, we take the "faff-factor" off your hands.