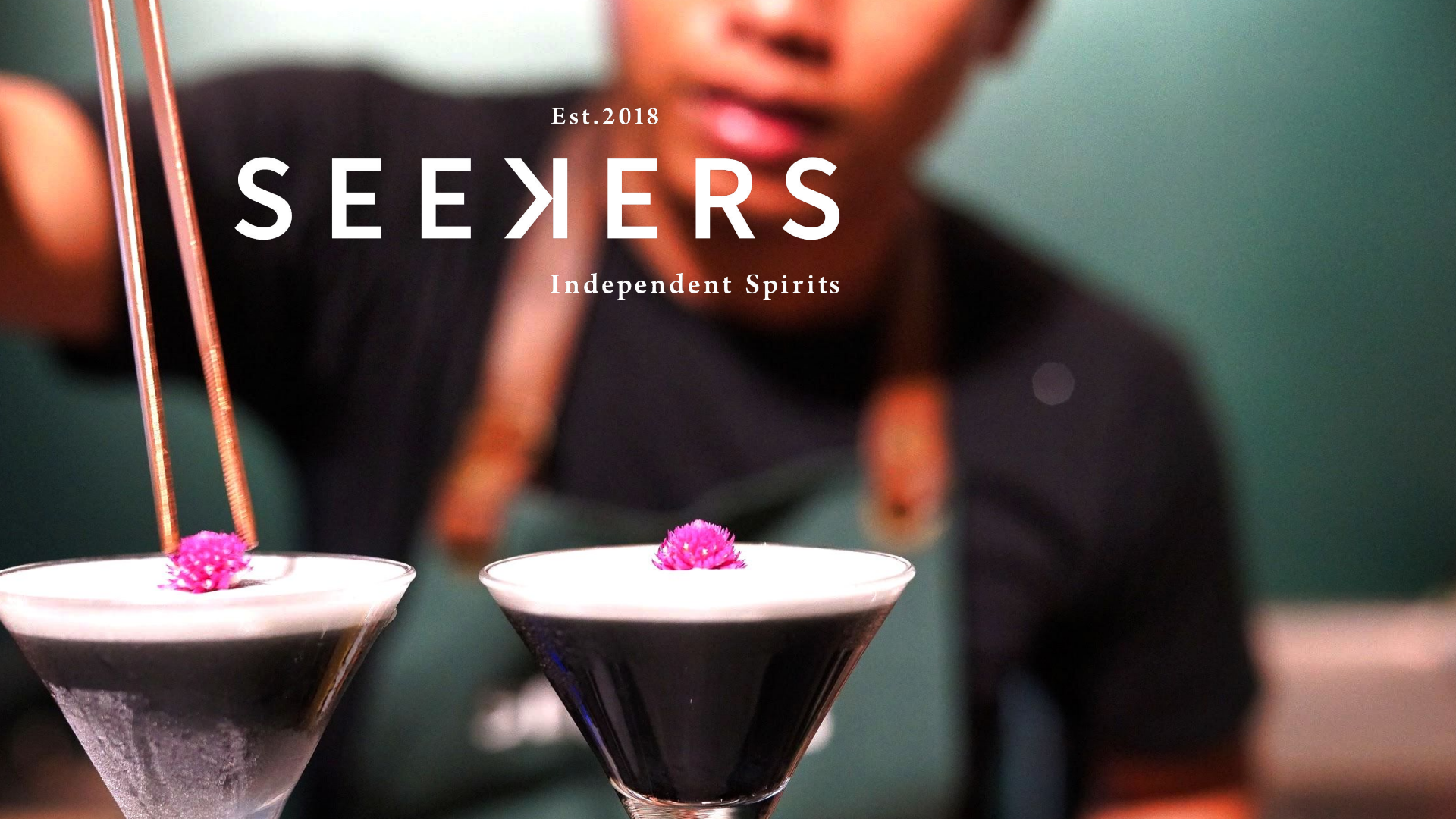
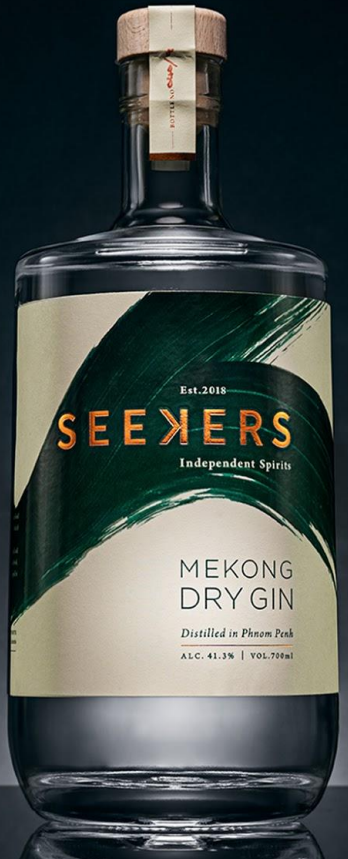

Est.2018
SEEKERS
Independent Spirits

We are pioneering spirits from the inside out. Our trail of discovery maps the flow of the mighty Mekong, uniting the diverse cultures & flavours of Southeast Asia that share its water. From the spirit within flows a deeper fountain of life, that we will forever celebrate on our journey.

#FOREVERSEEKERS


Est.2018
SEEKERS
Independent Spirits
MEKONG
DRY GIN
Distilled in Phnom Penh
ALC. 41.3% | VOL.700ml

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# “It will all unfold for you in vivid, unforgettable ways”

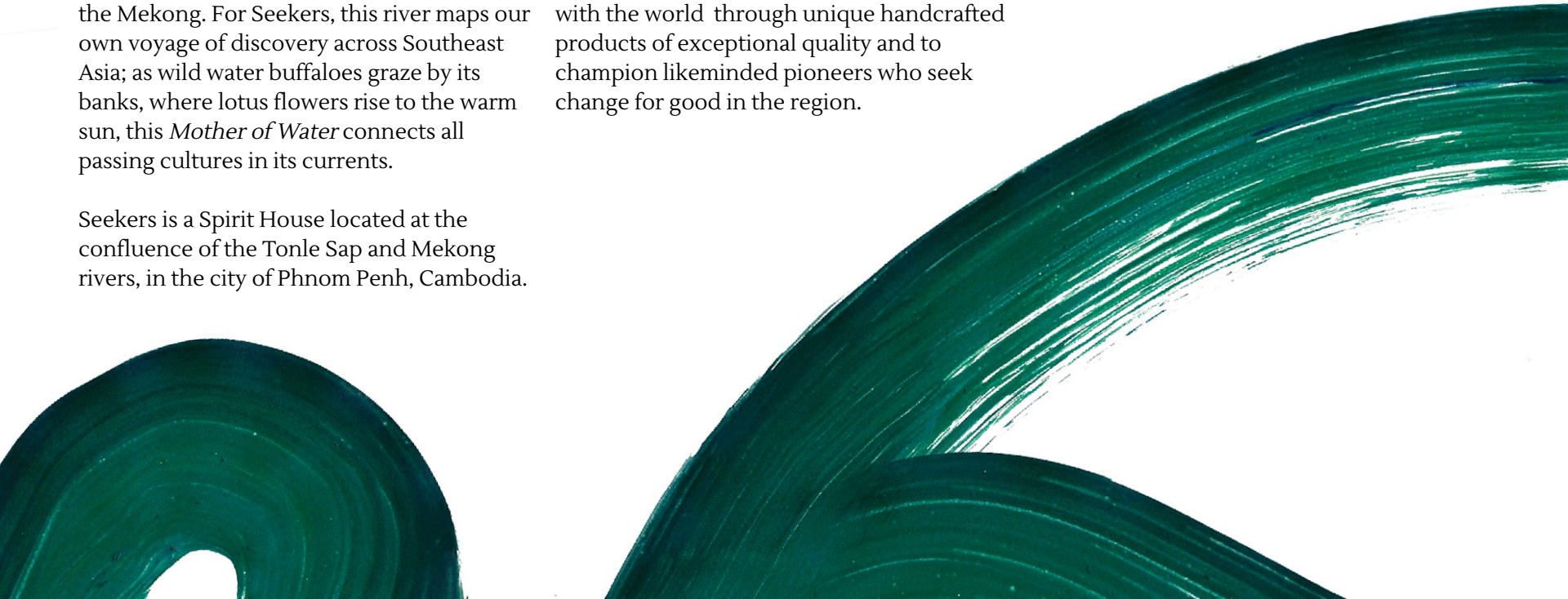
@SEEKERSPIRITS

## SEEKERS - DISTILLING FLAVOURS OF THE MEKONG

We are throwing a message in a bottle out of the Mekong. For Seekers, this river maps our own voyage of discovery across Southeast Asia; as wild water buffaloes graze by its banks, where lotus flowers rise to the warm sun, this *Mother of Water* connects all passing cultures in its currents.

Seekers is a Spirit House located at the confluence of the Tonle Sap and Mekong rivers, in the city of Phnom Penh, Cambodia.

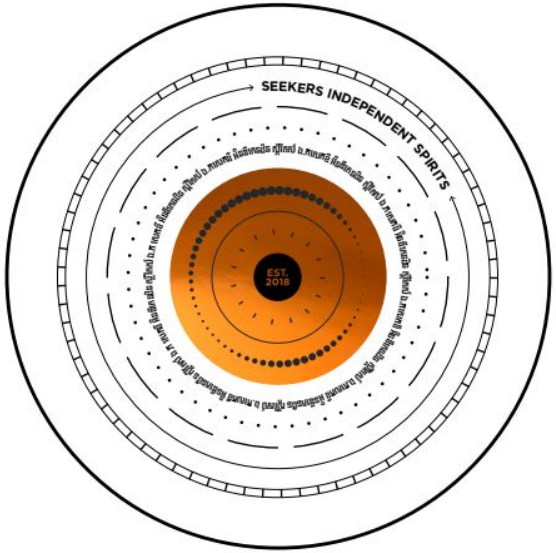
Our vision is to share the spirit of the region with the world through unique handcrafted products of exceptional quality and to champion likeminded pioneers who seek change for good in the region.



The mighty Mekong's life-giving flow is brushed on our bottles, our guide as we navigate our own cross-cultural journey across Southeast Asia.

Her waters are testament to the lengths we travel to unearth rare & surprising botanicals to copper distill over a naked flame.

Her banks represent a foraging ground for experimentation: to seek new flavours and bottle the sublime taste of a region mapped by the Mekong.




Sealing our bottles is a trail of discovery.

A Whispering Circle, that connects with the cycles, transitions, transformations and passageways of a Seekers' journey.

This is our mind's eye and our sight is set.

Our ambition: to become the No. 1 Spirit House in Southeast Asia with an international reputation and reach.

A portfolio that celebrates flavours of Southeast Asia; with spirits steeped in rare & surprising botanicals from the rugged mountains and fertile lowlands of the mekong region.

## DISTILLING FLAVOURS OF THE MEKONG

**AVAILABLE NOW:**

**GIN**

SEEKERS MEKONG DRY GIN
Our Signature gin. An old style spirit with new world character

SEEKERS MEKONG GOLD GIN
Our Seekers Mekong Dry Gin, wood-finished

JASON KONG
MEKONG BUTTERFLY GIN
The bright bold flavours of the Mekong distilled.

**VODKA**

SEEKERS MEKONG VODKA
Our Signature Vodka. Pure, unadulterated Vodka, to be sipped.

**READY TO DRINK COCKTAILS**

SEEKERS KAMPOT LONG PEPPER MARTINI
with Kampot Red Long Pepper

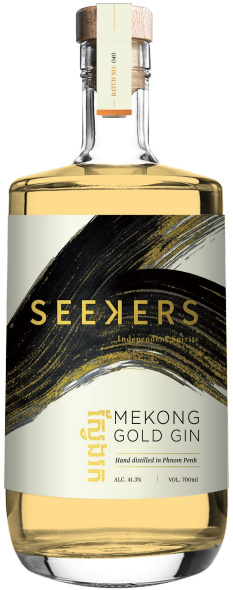
SEEKERS PANDAN NEGRONI
With Cocchi Vermouth di Torino and Campari

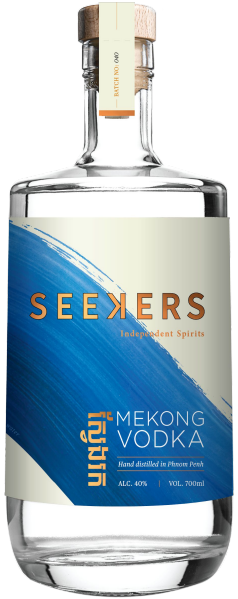
**LIQUEURS ( FROM SEPT 2020)**

SEEKERS MEKONG ORANGE LIQUEUR
With sweet & tart regional oranges

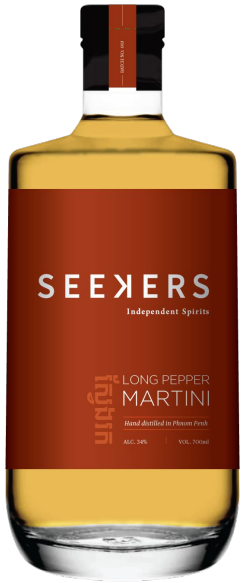
SEEKERS COFFEE LIQUEUR
With our unique blend of coffee from Cambodia, Vietnam, Thailand and Laos

SPIRIT OF INNOVATION




SEEKERS SPIRITS



SEEKERS READY TO DRINK

SEEKERS LIQUEURS

JASON KONG SPIRITS

AWARDS

**GOLD MEDAL :**
**2018 WORLD GIN MASTERS, HONG KONG**
*"Seeker's Mekong Dry Gin from Cambodia's Phnom Penh is a tropical surprise"*

**SILVER MEDAL:**
**2018 SINGAPORE WORLD SPIRITS COMPETITION**
For our Mekong Dry Gin

**BRONZE MEDAL:**
**2019 IWSC**
*"Cocoa and butterscotch with wafer biscuits appear on the first sniff. Later a floral and nutty set of aromas show. It has a grainy and seedy palate with a nice texture. Interesting and exciting."*
IWSC JUDGES - Mekong Dry Gin

**GOLD MEDAL:**
**2020 CWSA**
For our Mekong Gold Gin

**SILVER MEDAL:**
**2020 SAN FRANCISCO WORLD SPIRITS COMPETITION**
For our Mekong Gold Gin

**BRONZE MEDAL:**
**2020 CWSA**
For our Jason Kong Gin

OUR SIGNATURE SPIRIT - SEEKERS MEKONG DRY GIN

# OUR SIGNATURE SPIRIT - SEEKERS MEKONG DRY GIN

Seekers MEKONG DRY GIN is Cambodia's first premium, hand-crafted gin.

In layered complexity, gin's classic juniper and angelica meet a blend of 11 South East Asian botanicals. All our herbs, citrus and flowers are hand picked, absorbed by the spirit during a slow distillation in traditional copper stills.

We use pure spring water from the Kampot mountains, which has undergone a natural filtration process. We purify it further, to produce the cleanest, freshest water with a unique taste and mineral content.

Our bold, refreshing, aromatic gin takes you on a trip down the Mekong. Perfect in a G&T or straight up.

SEEKERS MEONG DRY GIN - NATIVE BOTANICALS

## FRESH HERBS & SPICE

**PANDAN**
Sweet nuttiness + fragrant aroma

**LEMONGRASS**
Bright citrus

**KHMER BASIL**
Clean + subtle spearmint tones

**KAFFIR LIME LEAF**
Vibrant Citrus

**GALANGAL**
Warm + woodsy depth, spiced finish

## FRESH FRUIT & FLOWERS

**GREEN ORANGES**
Oil-rich + freshness, Giving texture + length

**POMELO**
Bright, bold, slightly bitter citrus

**JASMINE**
Rare fragrant florals

**PALM SEED**
Slight nuttiness + sweetness

## DRY SPICE

**CASSIA BARK**
Spicy base note + subtly sweet finish

**CORIANDER SEED**
Spicy + citrus

## CORE

**JUNIPER**
Gin's signature

**ANGELICA ROOT**
Gin's binder

## BUILDING INTERNATIONAL RECOGNITION FROM OUR HEARTLAND OF CAMBODIA

Within our first full year of operation we have achieved...

Pouring status in a number of high profile accounts including *Raffles Le Royal Phnom Penh, Shinta Mani Wild,* Shinta Mani Angkor, *Park Hyatt* Siem Reap, Orphic, Scenic Luxury Cruises.

In room amenity program at *Rosewood Phnom Penh, Alila Villas Koh Russey, Six Senses Krabey*, Royal Sands Koh Rong, Knai Bang Chatt, *Belmond La Residence de Angkor, Raffles* Grand Hotel D'Angkor and Raffles Le Royal.

Winning bespoke distilling contracts and bespoke pre-batch products for these prestigious accounts: *Elephant Bar Gin for Raffles* Le Royal and Raffles Grand D'Angkor; Rosewood Phnom Penh

Working with more than 100 accounts in our homeland

Endorsements from four international spirit competitions

**In 2019 SEEKERS was the 4th most sold gin in Cambodia, and the leading gin within the premium gin category***
***IWSR Industry Report 2020***

# WHAT THEY SAY ABOUT US

“Alfie and the team at Seekers have been a tremendous asset in the conceptualisation and opening of the beverage program here at Shinta Mani Wild. We had clear ideas of a foraging theme that was going to run through our F&B program however translating that to our drinks menu was a challenge. When we discovered Seekers; a Mekong dry gin produced in Cambodia we were quick to get on board. They went above and beyond and offered to help with the challenges we were having with the foraged cocktail menu we sought after. Thanks to Alfie and the seekers team we now have a unique cocktail menu developed around the organic growth of a plant, a cocktail menu we have done little to change since inception and continues to wow guests. Always a pleasure working with Alfie and the Seekers team.”

**SANGJAY CHOEGYAL, GM, SHINTA MANI WILD**

“Seekers ia  an integral part of the beverage offer at Raffles Le Royal. A beautiful gin that captures the bold flavours of Southeast Asia. We are now working with Seekers  to create our own Elephant Bar gin”

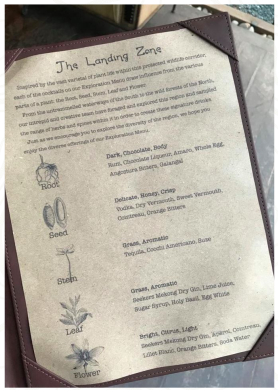
**THOMAS BIANCO, F&B DIRECTOR, RAFFLES LE ROYAL**

“The passion and knowledge of the people behind the brand make this gin truly stand out”

**PHILLIPP BODE, SALES  DIRECTOR AUSKHMER DISTRIBUTION, CAMBODIA & MYANMAR**

“ Seekers has an almost cult following for its premium taste”

**LI-SA LOW, URBANLAND ASIA, MARKETING MANAGER**



## RAFFLES HOTELS CAMBODIA BESPOKE GIN

*An old style spirit with a New World character...*

Juniper berries meet the elephant regions of Ratanakiri and Mondulkiri, with botanicals including ginger, pepper, pomelo & lemongrass; blended with Kampot Mountain spring water.

Distilled and bottled in Phnom Penh, exclusIvely for Raffles Cambodia.

**ELEPHANT BAR DRY GIN**

**ELEPHANT BAR MEKONG STRENGTH GIN**

**ELEPHANT BAR MEKONG GOLD GIN (Wood-finished)**

## THE ELEPHANT BAR NEGRONI

with Seekers Mekong Dry Gin, Cocchi Vermouth di Torrino and Campari

**Mixed and bottled by Seekers Independent Spirits.**

IN THE PRESS

TRENDING

# Asian Grains

Gin has gone through an artisanal revolution. Though it started in the United Kingdom, the trend has since spread to Asia, where producers from Inner Mongolia to Okinawa have taken to expressing their terroir through native botanicals and spirits distilled from local ingredients. BY JANICE LEUNG HAYES

## JAPANESE BOTANICALS

Masahiro has been in business since 1883, producing *awamori*, the appellation-controlled rice spirit unique to Okinawa, Japan's southernmost prefecture. Yet, Masahiro is taking its well-loved tipple to another level, by using it as the base spirit for its gin, simply called **Okinawa Gin**. "We proudly named it so because it's Okinawa's first gin made of Okinawan ingredients," explains Masayasu Higa, part of the fourth generation behind the distillery.

Botanicals include shikuwasa, a local citrus that Higa says is "a representative fruit of Okinawa," as well as bitter melon, long pepper, roselle and guava leaves. "We chose shikuwasa because it gives such a refreshing citrusy feeling that you don't have to squeeze any extra real citrus on it," he says. "And the image of Okinawa would instantly pop up in your mind when you sip it." *awamorirush.ti-da.net*.







## MADE IN CHINA

Founders Joseph Judd, Ryan McLeod and Fergus Woodward "wanted to create gin that was exotic and diverse," Judd says, so they labeled theirs with the peddlers on Shanghai streets in mind, and filled it with local flavors.

Of the 11 botanicals in **Peddlers Gin**, several have Chinese origins, such as lotus flower from Gansu province, Sichuan pepper from Chengdu and Buddha's hand citrus from Yunnan province. "Many of our ingredients hadn't been used in gin production before," Judd says.

One of the earlier gin-makers in China, Peddlers debuted in 2016, after spending two years working with their master distiller to develop and adapt the recipe in a copper-pot still. They have faced down the challenge of educating the Chinese market, growing from strength to strength, and have begun exporting to Singapore and Hong Kong. *peddlersgin.com*.



## A MONGOLIAN MIX

Chef Daniel Brooker and his wife Luli make farm-to-bottle gins in Chifeng, inner Mongolia, where they supply their own their ingredients—including the crisp-clean water—or source them from family farms nearby.

They make two gins at the moment: **Dragon's Blood**, which features Mongolian mountain pepper, the flavor "a mix between rosemary and thyme," as Brooker describes, and **Gold Dragon**, with golden roses from Yunnan.

Most gin-makers in Asia have to import juniper from Europe, but the Brookers have just planted 60 juniper trees this year, so expect future releases to be even more reflective of their Mongolian roots. *dragonsblood@qq.com*.





## HONG KONG ROOTS

The white champaca, also known as the perfume tree, is native to Hong Kong, and is the inspiration behind the SAR's first gin, **Parfums Trees Gin**. The base spirit is made in the Netherlands, as regulations make distilling in Hong Kong difficult, but the botanicals are sourced locally. "Our dream is to capture the essence of Hong Kong," says Kit Cheung, a bartender and bar trainer, who founded Parfums Trees together with ex-student Joseph Cheung.

The white champaca flowers grown by local farmers have their essential oils extracted and blended with the gin. Other botanicals include dried tangerine peel, sandalwood and Longjing tea leaves. *parfumstreesgin.com*.

## THE MEKONG'S MARK

"We are all about distilling flavors of the Mekong," says Tania Unsworth, who co-founded Seekers Gin last year in Phnom Penh. Using water from the Kampot mountains and a locally made cassava base, **Seekers Mekong Dry Gin** blooms with Cambodian botanicals—"the core four are pandan, Khmer basil, kaffir lime leaves and green oranges from Battambang."

Unsworth and her partner, Marco Julia Eggert, whose restaurant once had the widest collection of gin in the country, work with head distiller Alfie Amayo to source ingredients directly from farming communities up and down the Mekong River. For Unsworth, these relationships define their brand: "Seekers represents the inextinguishable curiosity and openness to new adventures and connections that drives our creativity." *seekersspirits.com*.

THE BAR AWARDS

AWARDS NEWS ASIA'S BEST BARS CITY GUIDES EVENTS

## These are 2019's Asian Gin Makers to Watch

Natasha Hong · Industry News · Spirits · 30 May 2019

SHARE

# Find us
# GW4P+77

## LOT #1529, NATIONAL RD 2, PP

We are moving from our first home in lively TTP to a new site, which will be able to accommodate our next stage of growth.

Welcome to the new SEEKERS distillery...

Production & warehouse
Experience Lab
Cocktails & food
Spirit shop
Sensory garden
Kids playground

## HIGHLIGHTS:

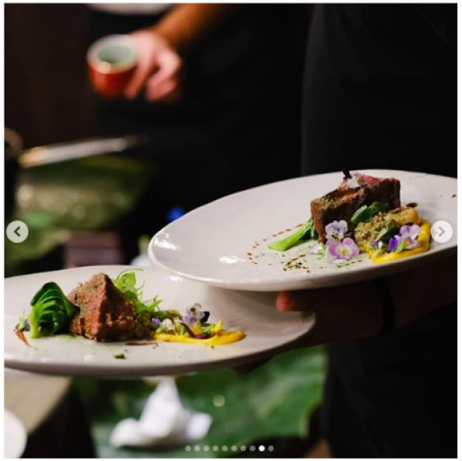
**Seekers Suppers** clubs: immersive experience of botanical discoveries on the plate and in the glass
**Distinctly Seekers:** distillery bar open for sampling our latest cocktail creations
**Seekers Sessions**: Masterclasses to learn about Seekers' botanicals, distillates, cocktails and more...

Seekers Distillery is open to all visitors. We offer tours, tastings, classes, products, and events.

OPENING OCTOBER 2020

SEEKERS SUPPERS - MAPPING THE MEKONG

SEEKERS SUPPERS - MAPPING THE MEKONG



DISTINCTLY SEEKERS

TEAM

**FOUNDERS:**

Tania Unsworth - former MD Lesic Dimitri Palace & HMS International

Marco Julia Eggert - former MD FCC Hotels, HMS Intl; Master in Hospitality Mgmt Cornell U

**PARTNER:**

Jayne Harvey - Founder Lilly & Mortimer. Former MD Diageo Moet Hennessy, Thailand

**HEAD DISTILLER:**

Alfie Amayo - former gin maker at City Of London Distillery

**DISTILLERY MANAGER:**

Sovantha Chhan - former manager of HMS Intl's restaurants

**ACCOUNT MANAGER:**

Jonah Wood- former sales representative at AusKhmer distribution

We are
**SEEKERS**

We are
**EVOCATIVE**

We are
**CREATORS**

We are
**TIMELESS**

We are
**EXOTIC**

We are
**THE MEKONG**

We are
**INTREPID**

We are
**TASTE**

# Join us on a journey down the river

#WEARESEEKERS

SEEKERS INDEPENDENT SPIRITS
LOT 1529, NATIONAL RD 2,  PHNOM PENH, CAMBODIA
tania@seekersspirits.com I @seekersspirits