

Arcus

Seaweed in distilled spirits: Case of Skagerrak Dry Nordic Gin

Seaweed online seminar, Norges Vel, 13.01.21:

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Agenda:

- About me
- Background for the project
- Development process
- Challenges with sea weed
- Other gins with seaweed



About me

- Morten Thyregod Paulsen
 - Senior Product Developer Spirits, Arcus Norway
- Background:
 - Master Food Technology
 - Ph.D Sensory Analysis & Consumer Behaviour
- Interests:
 - Culinary history
 - Ethnobotany



Background for the project

- Increased interest and sales of gin:
 - need to update gin portfolio
- Saturation of products in the market:
 - how to differentiate us from competitors?
- (Renewed) interest in Nordic flavours:
 - bartenders, «Himkok»
- Bocuse D'Or:
 - truffle seaweed



Aim of the project

To create a **classic** dry gin with a **Nordic signature**

- Distinct juniper flavour
- Common thread taste and design
- Close collaboration with top Nordic bartenders
- Starting point: Nordic terroirs



Defintion distilled gin

- **Distilled gin** is a **juniper-flavoured** spirit drink produced by either
 - (a) re-distilling alcohol of agricultural origin in the **presence of juniper berries** and other natural botanicals (**from which the taste of juniper must be predominant**), or
 - (b) mixing together the aforementioned distillate with any combination of alcohol of agricultural origin, flavouring substances and flavouring preparations.
- **"Dry"**: If it contains **less than 0.1g of sugar per litre** of final product, the name distilled gin may be supplemented by the term 'dry'.
- **Alcoholic strength: minimum 37.5% vol** (maximum 60,0% vol)



Methodology

- Company + personal knowledge
- Gathering the botanicals: **suppliers**
- Maceration and distilling: **single vs «one shot»**
- Sensory evaluation
- Feedback from bartenders



Screening botanicals

More than 60 different botanicals:

- herbs
- berries
- flowers
- roots
- leaves
- mushrooms
- moss & lichen
- seaweed
- etc.



Sensory screening sea weed (dried)

- **Tested:**

- Truffle seaweed - Grisatangdokke - (*Vertebrata lanosa*)
- Dulse - Søl (*Palmaria palmata*)
- Laminaria - Fingertare (*Laminaria digitata*)
- Kelp/Kombu - Sukkertare (*Saccharina latissima*)
- Bladderwrack - Blæretang (*Fucus vesiculosus*)
- Winged kelp - Butare (*Alaria esculenta*)
- Knotted kelp - Grisatang (*Ascophyllum nodosum*)

- **Not tested (not available/delievered in time):**

- Sea lettuce - Havsalat (*Ulva lactuca*)
- Irish Moss - Krusflik (*Chondrus crispus*)
- Porphyra - Vanlig fjærehinne (*Porphyra umbilicalis*)



Collaboration with Nordic bartenders



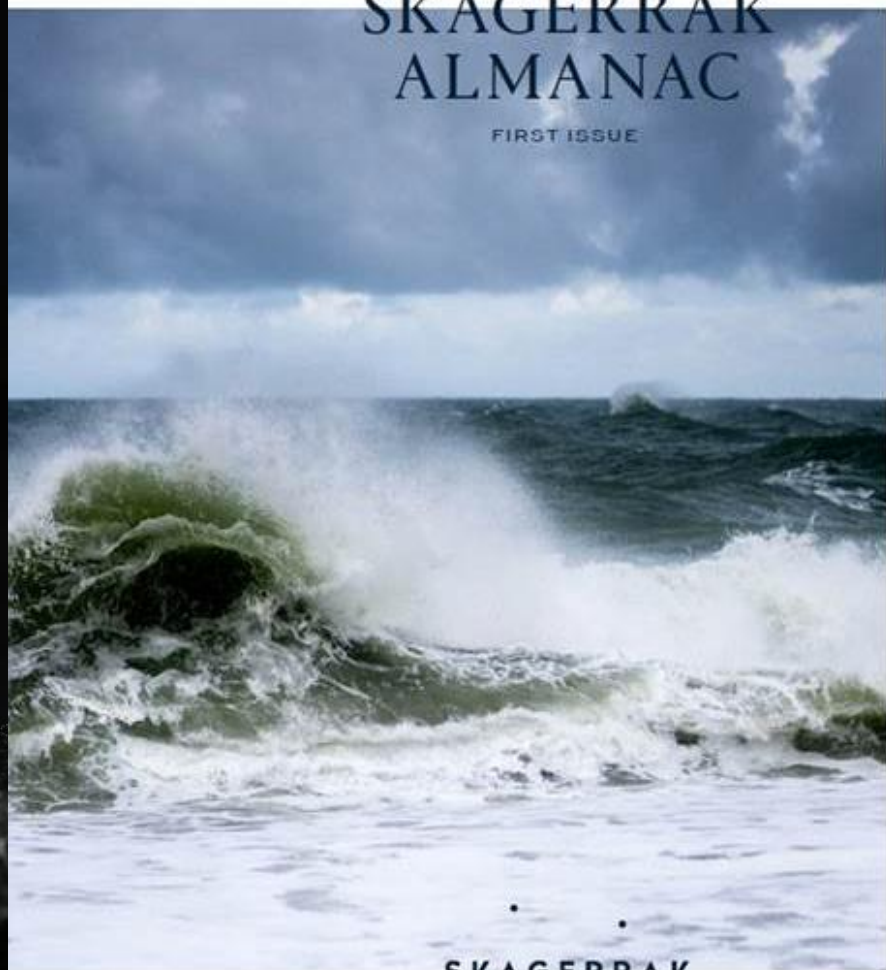
Development & production



ANNONCETILLÆG

THE
SKAGERRAK
ALMANAC

FIRST ISSUE



SKAGERRAK

NORDIC DRY GIN



Sense the
salty waves.
Let the wind
touch your soul.
Smell the
wild sea roses.
Feel the spirit
of Skagerrak.

SKAGERRAK DRY GIN
IS NORDIC BY HEART

Intet hav i verden er som Skagerrak. Det er kraftfuldt og nordisk, vildt og voldsomt, eller stille og fredfyldt. Det er ved det store Skagerrak, vi kommer i kontakt med os selv, himlen og havet. Her beruses sanserne med en salt vind, der miksres med en raffineret sødme fra kysternes blomster og bær.





Other seaweed gin in the market

- **Classic botanicals:**

- Juniper berries
- Coriander seed
- Angelica root
- Bitter Orange Peels
- Lemon grass

- **Nordic botanicals:**

- **Dulse (*Palmaria palmata*)**
- Elderflower
- Chamomile blossom
- Rosehip
- Sea buckthorn
- **Caraway**



Taste notes:

Aroma/Taste: Herbal. Fruity. Floral. Herbs/spices: resinous, citrus, floral.

Fruits/Berries: fruity, fresh. Flowers/Blossoms: floral, sweet. **Hint of seaweed.**

Long, complex aftertaste.



Critical acclaim

- Spirits Business - Gin Masters 2020
- Categories and medals
 - Premium gin: Gold medal
 - Contemporary Gin: Gold medal



Sensory challenges with seaweed

- **Sensory:**
 - Large individual differences in sensitivity for «rotten sea» and «funky» aromas
- **Subtle distinct aromas:**
 - Overshadowed by more generic and «funky» aromas
- **Dry matter:**
 - The more dry matter, the more «funky» aromas
- **Conclusion:** **Less is more?**



Selection other seaweeds gin in the market:



Other seaweed gins in the market

- **Locations:**

- UK, etc: Coastal England, Wales, Scotland, Shetland, Isle of ...
- Ireland
- Canada: New Foundland
- US: West Coast
- Denmark
- Netherlands

- **Species:**

- Kelp/Kombu - Sukkertare (*Saccharina latissima*)
- Bladderwrack - Blæretang (*Fucus vesiculosus*)
- Nori (*Pyropia* ssp)

- **Techniques:**

- Distilling
- Infusion



Thank you for the attention!
Questions?



THINK BEFORE
YOU DRINK. MAKE
GREAT MOMENTS
EVEN BETTER.

Arcus

