

SMOOTH
SPIRITS

ENIGMA

ENIGMA1870®

New Zealand Organic Gin



The Brand Story

The ENIGMA Brand was inspired by the Enigma Machine, the 20th century cipher device used by the Axis side during World War 2 for sending military and diplomatic communications.

As a further nod to this, we took a Enigma simulator and coded words for “ENIGMA, SECRET and SMOOTH SPIRITS”. These are the embossed letters on the bottle.

Some say, the cracking of the Code was responsible for the Allied victory and saving countless lives.

While cracking the Code, the intelligence gathered was named “Ultra”.

We wanted a Secretive, Mysterious brand execution with a packaging design and liquid that had an Ultra Premium vibe.

Black Glass became popular during the 1940s. And we wanted to capture the Mid Century Modern (MCM) design influence of the period.

The MCM design aesthetic from this era is modern in style and construction, aligned with the Modernist movement of the period.

OUR BRIEF:

1. Create a Dark, Secretive, Mysterious Brand.
2. Use a combination of materials.
3. Timeless design.
5. Look to the 1940's MCM design period for influence



The Gin

For this expression, the Soul of our Gin is found in the República de Colombia, with our rectified spirit produced from Organic Sugar Cane.

Our label alludes to Bochica - which legend has it, was a messenger God that brought morals and ethics to the indigenous peoples while also teaching them agriculture.

Then we macerate our Organic New Zealand botanicals, flowers, fruits and walnut and crushed seed powder. We allow the gin to sit for 4 weeks in-barrel with New Zealand soaked Manuka Wood chips.

Our label also alludes to Tane, whom in Maori mythology is the God of the Forest and of the Birds.

Our resulting Enigma Gin inhibits a depth and character without being over-engineered.

While it is not meant to be a sipping gin - and we recommend to mix and muddle and blend to gain the full flavor profile - it does make a surprisingly good Martini.



Key Ingredients

Jasmine Flowers: Adds an elegant floral note, as well as aiding a light dry finish.

Juniper Berries: All New Zealand. All Organic Juniper Berries.

Orange: All the orange, fruit and peel. Organic New Zealand oranges to add sweet and citrus, and peel for light bitterness.

Angelica Root: To add to our earthy flavor. A light bitter and a little herbal, reminiscent of wormwood.

Cardamom: A slightly perfumed flavor, sweet at the fore with a fiery finish.

Coriander Seed: A complex flavor once distilled, all at once citrusy, nutty and a little spicy.

Walnut: Added for richness, sweet, and earthiness to balance out the florals.

Vanilla: Adds sweet, yet somewhat smokey, woody taste.

Manuka tree bark: New Zealand Manuka to enhance flavor.

Black Currants: A mellow sweet berry to round of bitterness.

All together, forming a bold, distinct, unique and premium Gin experience.



The Design



Gloss Black Paint

Peace Sign - (recognizing ENIGMA roots from WW2)

Matte Black Shrink Sleeve

enigma
noun:
something that is mysterious
and seems impossible to
understand completely:

Behold, this ultra-premium Organic Gin.
A recipe forged over 150 years.
Here, below the hidden cavern
in deep Southern Spain.
Hear, the crackle of foraged oak
firing the 100 year old Still
through summer sun
and autumn rain.

Drink, this exotic elixir.
Organic juniper petals,
tangerine bark,
walnut and vanilla.

Indulge, in the luxury
of the World's finest
Whisper, the Secret
which is ENIGMA.

www.enigma1870.com

Produced under Licence
SMOOTH GUYS LTD
College House, 2nd Floor
Ruislip, London
HA4 7AE
Gin Made in Spain
Bottled Spain/New Zealand
www.smoothguys.co.uk

0 10327481602246
Contains Approx.
22 Standard Drinks

Poem by Marc Nine™

Label-less print

The Design #2



The Developers

SMOOTH SPIRITS was founded by entrepreneurs Marc NINE & Mike Newcomb.

From early days in the High Street fashion, beauty and bar industries, they forged reputations for cutting edge, street style.

They moved into product designs, new technologies and green tech. Their work won numerous awards including international DuPont and World Packaging awards.

Moving to Hong Kong they began developing new beverage brands in the functional and wellness space. Before evolving into Spirit brands.

They distributed and sold over 100 premium brands throughout the SE Asia regions working hand in hand with 5 star Hotels, Resorts, Bars and clubs.

They were founding shareholders of an USA/UK Pubco - that assets include a Tequila Distillery (Mexico), 2 bars (Washington DC), 3 Tequila themed bars (Mexico), US Distribution (Spirits/Wines) and an Award winning Japanese Whisky brand.

Family moved them back to New Zealand - where they created a distinct portfolio of premium spirit brands.

Now - they are taking their Craft Spirits to the World.

