



Quality ingredients

Award winning, historic recipes

Gin lovers gin / Passion for gin

Graphics nod to York city history

Proud heritage



Weighty, quality packaging, desirable to have on show

Delivers on visual appeal and taste

Fun names, cheeky social media

Friendly, local gin supplier

Sustainable, handmade, traditional manufacturing process

York Gin



'York Gin' Brand Values

What is your strap line?

'History in the tasting'

What is the essence of your brand?

- Celebration of York's history
- One of the world's best Gin makers
- Hand made using sustainable, environmentally friendly methods

What does your brand look like?

- Graphics nod to York city history
- Heritage / historic
- Simple, hand drawn graphics
- Weighty, quality packaging, desirable to have on show

What's your tone of voice?

- Friendly
- Approachable
- Local focus / support local
- Gin enthusiasts – best in class

What do you do differently?

- Sustainable, handmade, traditional manufacturing methods
- Only Gin making facility in York
- Award winning, historic recipe

Who is your target audience?

- Gin lovers / those with a passion for good gin
- York history enthusiasts
- Locals and tourists
- 18 years plus
- Across UK

How do you want to be perceived?

- Friendly
- Local
- Experienced distillers
- Environmentally conscious
- Charitable – Cats Protection supporters
- Modern twist on traditional methods



'York Gin' Brand Values

This business is about:

- Sustainable, environmentally friendly manufacturing methods
- Celebrating the history of York
- Quality Ingredients and taste – no compromise
- Giving the best customer experience – added extras in lock down orders, distillery visits etc..
- Winning awards and being recognised as best gins globally
- Selling to local bars, shops and hospitality venues
- Collaborating with local brands with similar ethos – ie: York Ghost Tours, York Cocoa Works etc...

This business is NOT about:

- Compromising on quality to offer cheap pricing and special offers
- Mass distribution through supermarket chains
- Other alcoholic beverages – Gin specialty



YORKSHIRE PROVENDER™ *Honestly Delicious*



What does your brand look like?

- Natural, wholesome, nutritious
- Homemade, tasty, quality
- Bright, eye catching graphics
- Vegetable illustrations, rural
- Product on show
- Feel good

What's your tone of voice?

- Friendly, fun
- Inclusive – Vegan, gluten free etc..
- Honest

What is the essence of your brand?

- Inventive, tasty soups
- Feel good, nutritious meals
- Quality ingredients
- Good sustenance

What do you do differently?

- Innovative, different recipes
- New flavours released regularly
- Quality over quantity
- Award winning
- Locally sourced ingredients

Who is your target audience?

- Looking for tasty, different, wholesome soups
- Willing to spend a bit more for a good quality product
- Vegan, vegetarian, gluten free, diet conscious
- Shop in grocery stores, fine food outlets, farm shops

How do you want to be perceived?

- Friendly
- Innovative, creative
- Homemade, good quality, YUM!
- Inclusive – Vegan, gluten free etc..

YORKSHIRE
PROVENDER™
Honestly Delicious



'Yorkshire Provender' Brand Story

This business is about:

- Creating delicious, wholesome, good quality soups
- Innovative, creative recipes, constantly bringing new flavours to market
- Inclusive products that suit all diet's
- Local sourcing and inspiration
- Mass and local distribution – Available in Tesco to farm shops
- Winning awards and recognition for flavours

This business is NOT about:

- Compromising on quality to offer cheap pricing
- Artificial flavours, excessive salt content
- Expanding into lots of product categories, have focussed and cornered the soup category

What is your strap line?
'Honestly Delicious'