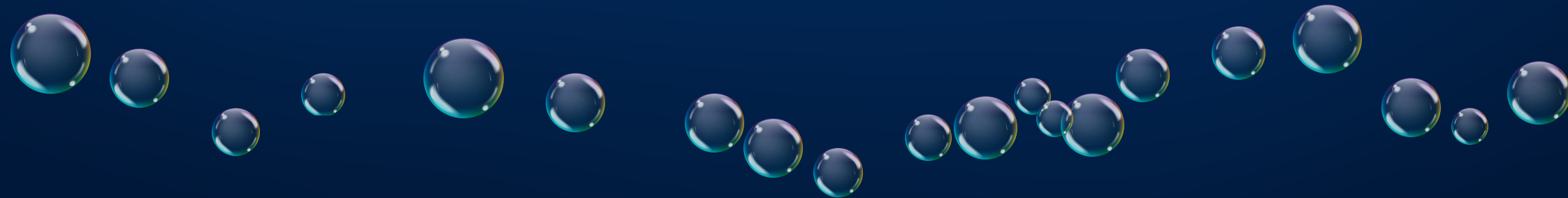




The Gin Guild
COLLECTIVE MARK Member

SEATRUS

GIN ACQUA DI MARE





It draws inspiration from Italian aesthetics. It reflects the spirit of Made in Italy which crosses cultures and continually seeks to evolve into the most original forms. It fosters a lifestyle in all its authentic expression.

Market Trends Major opportunity

The global gin market has experienced significant growth in recent years, driven by a surge in craft distilleries and consumer interest in premium and unique gin offerings. Traditional gin-producing countries like the UK continue to dominate the market, with established brands maintaining a strong presence. However, regions across the globe witnessed a rising demand for craft and flavored gins, contributing to market diversification.

Gin's popularity has been bolstered by its versatility in cocktails, particularly in the resurgence of classic drinks like the gin and tonic. Craft distilleries often emphasize local botanicals, fostering a sense of terroir in their products. Additionally, flavored gins, ranging from floral and fruity to spicy infusions, cater to diverse palates and contribute to the market's dynamism.

Overall, the global gin market reflects a balance between traditional craftsmanship and innovative approaches, appealing to a broad spectrum of consumers seeking both authenticity and novel experiences in their spirit choices.

Sustainability and eco-friendly practices are gaining traction in the gin industry, with some distilleries focusing on organic ingredients and environmentally conscious production methods. The market's continued expansion is also influenced by the growing trend of at-home mixology, as consumers explore creating unique cocktails using various gin expressions.



Point of Sales 1

Is an expression of the Mediterranean spirit.

The unique aroma, flavour and distinctive gold colour comes from the Cedro fruit which is the only citrus used for the recipe *and for the first time used in a gin*

Combined with purified sea water from the Mediterranean.

Dried Cedro peel ,sea water and juniper berries conferee to Seatrus gin an unequivocal taste.

Coriander seeds and licorice roots binds the botanicals with a long finish.



Point of Sales 2

CEDRO (CEDAR)

is the fruit of the most beautiful tree that grows in the Riviera dei cedri, south of Italy, Calabria. It has divine origins and traditionally used as the main ingredient of many local recipes like candies extract, syrups ,liqueur , soft drinks but also into the pharmaceutical use like perfume.

The Jewish tradition celebrates the cedro as a heavenly fruit and it follows that the Riviera of the cedars is the paradise of the Jews. Also because almost all of the national production of cedro comes from here and, needless to say, the best variety, the Liscio Diamante di Calabria, is born and grows here, Santa Maria del Cedro, Italy.

Point of Sales 3

PURIFIED SEA WATER

used for Seatrus gin acqua di mare,
comes from a specific point
in the Mediterranean.

Taken at a minimum depth
of 40 meters where the water is not
contaminated and constantly
regenerated by sea currents.

Taken to the laboratory where it is
treated for purifications and made it
drinkable for humans.



Point of Sales 4 CREATIVE DESIGN

More than a caps closure.

A functional compass installed into
the corks.

Patented, register and protected by
the WIPO .

The design makes Seatrus gin
recognizable above the category.

A MEMBER OF



ANTI COPYING IN DESIGN

SEATRUS

GIN ACQUA DI MARE



Organoleptic Properties

Colour:

light bright gold with green reflections

Aroma:

immediately, sea breeze aromas due to the purified sea water.

Citrus and juniper scent with a hint of licorice.

Slightly fruity.

Served at a temperature of 6/8 degrees centigrade it is perfectly Round, pleasantly fresh, enhancing the citrus notes and the perfectly balanced saline aftertaste.

Best serve:

Seatrus Gin Acqua di Mare its a perfect gin for Gin&Tonics, garnished with a big green olive for to enhancing the Mediterranean profile of the spirits . As a martini cocktails, stirred with dry Vermouth, garnished with a giant caper or green olive. Perfect for a twist on negronis Or cocktails such Gin Fizz, Gimlet, French 75 or other classics. Food pairing, recommended to serve with sea food and shellfish in particular .

Brand Awards



The Gin  Guild
COLLECTIVE MARK Member

SEA SPIRITS TRADE LTD

COMPANYNUMBER:

13445356

VAT : GB421496894



owns all the legal right on Seatrus Gin
Acqua di Mare : name ,distribution and
Gin recipe.

The Gin is produced and bottled in Italy by
the Antica distilleria Quaglia (To)

Ceo: Giulio Amodio

email: trade@theseaspirits.com website:

<https://seaspiritstrade.com>

SEATRUS

GIN ACQUA DI MARE



Giulio Amodio

1) Who is Giulio Amodio in the world of bars ?

Giulio Amodio has been the bar director of the China Tang at the Dorchester Hotel in London for 15 years. An icon of Chinese catering in the English capital. An Art Deco bar set in 1920s Shanghai in the heart of London. During this period he has been recognized with several awards in the bar industry, he was global brand ambassador for Ryukyu Awamory 1429, and create his first Italian brand an Amaro herbs liquor that won 6 gold medal for taste, packaging and innovation

2) How and why did you approach this sector?

After completing my hotel studies in Calabria I moved to Tuscany where I started working in bars, hotel bars and nightclubs.

The more I worked and learned behind counters of different kinds, the more I realized how much I enjoyed interacting and entertaining as well as creating those moments of intimacy between the customer and myself.

3) Not only Bar&Restaurant Manager, lately you have also launched your Gin: can you tell us about it in preview?

This is my first personal project where I wanted to try to launch my first brand on the market. Living for so many years in the gin capital, it seemed obvious to me to start from here. Also because at the moment, being Italy, a nation that produces many, there is almost nothing of Italian gin on the market in England.

After only 3 month of distributions , Im very proud about the goals Im achieving, being able to produce over 2000 bottles.

Projects & Vision

Seatrus Gin acqua di Mare is a completely new product on the market.

The gin category is booming these days.

It was therefore important to search for elements in the product and in the package that other products in the same category do not have.

With great pride we can say that we have succeeded, both in terms of the recipe (one of a kind that uses for the first time a unique and rare citrus fruit "the Calabrian cedro") and in terms of the design of the bottle, which contains a real working compass.

Seatrus gin Acqua di Mare begins its official rise on the English and Italian market at the beginning of November 2022, managing to create 24 luxury accounts in the English capital and expanding in Italy.

We cannot yet define the expansion of the brand name with certainty, as we are still in the early stages, but it all looks promising.

The plans for 2023-24 are to bring the brand name to maximum exposure and make it recognizable in the world bar world.

To do this, sea Spirits trade needs directed investments in an adequate advertising campaign through channels that ensure maximum exposure.

It is not yet possible to quantify the yield of the success of the product also because this will be based on the advertising that is implemented.

Anyone who invests in the project must believe in the project itself.

It is purely a marketing operation that aims to attract the large world-class spirits distribution companies with the aim of buying the brand within 2 years.