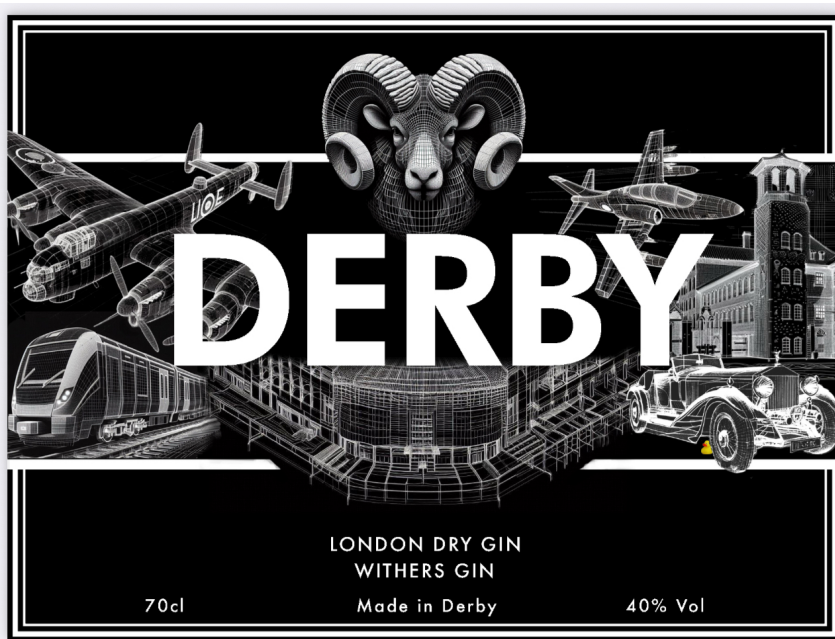


**FOR IMMEDIATE RELEASE**

May 2025



**WITHERS GIN Launches DERBY London Dry Gin: Celebrating Engineering Excellence and Community Spirit.**



Derby's award-winning Withers Gin and distillery is thrilled to announce the launch of its latest creation: Derby Gin. This distinctive gin pays homage to the rich history, industrial heritage, and engineering excellence that Derby is celebrated for, making it an essential addition for both gin lovers and those who appreciate the historical significance of Derby.

Derby, known as the birthplace of Rolls Royce and the site of the world's first factory, has long been a hub of innovation and manufacturing excellence. Withers Gin has created Derby Gin to encapsulate the spirit of this vibrant city and its contributions to advanced transport manufacturing.

"We are immensely proud to introduce Derby Gin, which reflects the distilled essence of our city," said Sarah Withers, Founder of Withers Gin. "Each bottle tells a story of Derby's remarkable past and its commitment to engineering brilliance. My late grandfather, Jim Crockatt, was an engineer who inspected the iconic Merlin engines that powered legendary aircraft like the Spitfire and the Avro Lancaster. It feels appropriate to highlight our city's rich engineering legacy and the innovative spirit that continues to drive Derby forward."

The label of Derby Gin reflects our city's colours of black and white and features an elegant wireframe tram, a stadium, and the iconic Avro Lancaster. The train symbolises Derby's reputation as a historic railway hub, renowned for its locomotive manufacturing and long-standing legacy in the railway industry. The Hawk, still in use today by the British institution the Red Arrows, is powered by a Rolls Royce engine. It also holds personal significance as the fast jet flown by Sarah Withers' father when he led a formation of fighter jets in the shape of a '50' over the Queen for the 50th anniversaries of D-Day and VJ Day in 1994/95. Additionally, the label showcases the Grenadier Phantom 2 Merlin, a unique car that is the only one of its kind in the world. This vehicle was originally made on Nightingale Road in Derby, and we recently met its owners, Steve, and Jo, at a show at Calke Abbey. The Silk Mill is included on the label as a tribute to Derby's rich industrial heritage, representing the birthplace of the factory system and its significance in the development of manufacturing in the region.



**Botanicals:**

Juniper, Coriander, Angelica, Orange Zest, Cassia Bark, Cloves, Mace, Thyme, Sage, Sichuan Pepper, Rose, and Lavender

Derby Gin features orange as its base citrus, providing a vibrant foundation that complements the punchy spice of Sichuan pepper, cassia, and cloves. Traditional herbs mace, thyme and sage are artfully blended alongside the delicate notes of English rose and lavender, creating a vibrant and robustly spiced gin that reflects the unique character of Derby.

**ABV:** 40%

**Supporting Cancer Charities**

10% of profit donated to Cancer Charities

**To Purchase**

Derby Gin is available at [www.withersgin.co.uk](http://www.withersgin.co.uk)  
<https://www.withersgin.co.uk/store/Derby-Gin-p754046424>

Trade orders contact [sales@withersgin.co.uk](mailto:sales@withersgin.co.uk)

**Join us in raising a glass to manufacturing excellence and community spirit 🍷**

**About Withers Gin**

Withers Gin is an award-winning premium gin brand based in Derbyshire. The brand operates a distillery and Gin School in Derby, specialising in bespoke gin production popular with clients across the midlands and beyond.

Founded by Sarah, wife of an Army veteran and whose family has deep military connections, the brand draws inspiration from her grandfather, a WWII veteran and her father, an RAF officer, WG Commander Angus Balfour Crockatt AFC who led a formation of Hawk jets in the shape of a 50 over the late Queen, watching from the royal barge on the River Thames, to commemorate the 50th anniversaries of D-Day and VJ Day in 1995.

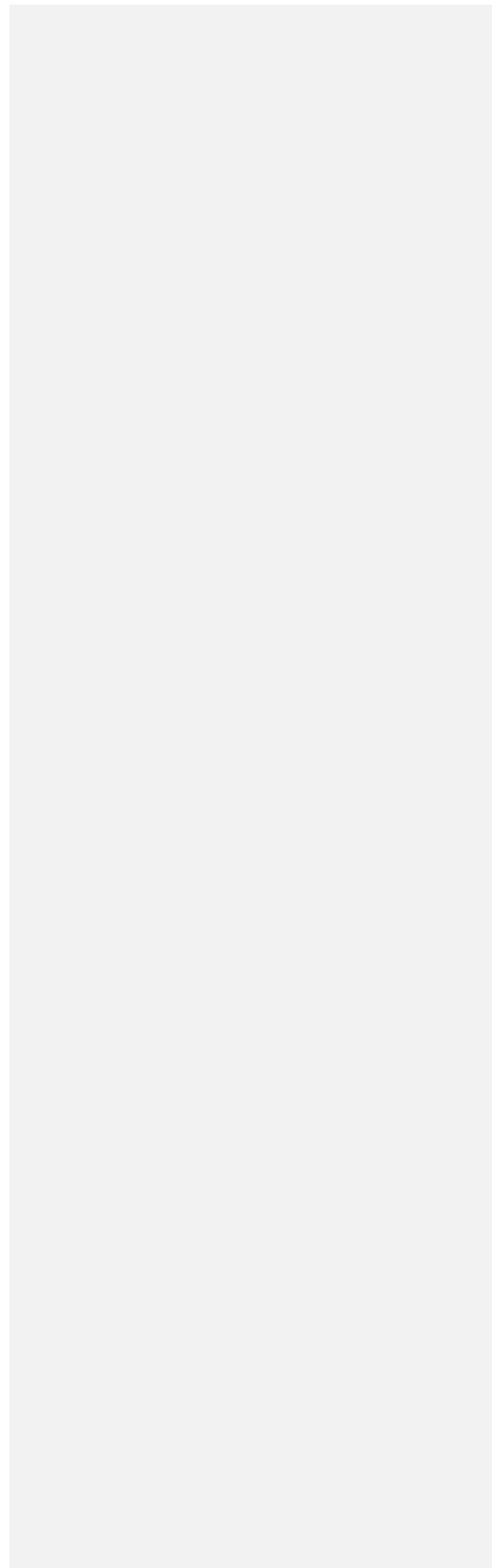


This rich heritage is woven into every bottle of Withers Gin, ensuring each sip reflects a legacy of courage and honour. The brand has consistently strived to create spirits that not only delight the palate but also serve as a tribute to the sacrifices and victories of those who served. By partnering with The D-Day Darlings, Withers Gin continues to celebrate the enduring spirit of resilience and unity, bringing people together to remember the past and inspire the future. Through delicious spirits and charitable initiatives, Withers Gin has established itself as a beacon of community support and remembrance, proudly honouring its roots in a profound and impactful way. Withers also demonstrate its commitment to giving back donating 10% of their profits each year to Cancer Charities.

**A word on the products**

It's signature gin, G1, has received numerous accolades, including a Gold Outstanding medal at The International Wine and Spirit Competition and recognition from Forbes as one of the top three London Dry Gins in the world.

**Maxim Schulte, Former Head Bartender, Savoy London said it was – 'Delicious'**



In 2023, Withers Gin launched a limited-edition Coronation Gin, distilled from the King's favourite flavours which the King received with thanks.

In 2024, Withers Gin proudly represented Derbyshire at a prestigious Food and Drink event at The Houses of Parliament, showcasing three of their award-winning London dry gins.

In 2024, Withers Gin collaborated with The UK's premier war time singing group to release I'll Remember You Heartsease London Dry Gin to commemorate the 80<sup>th</sup> anniversary of D-Day to raise money for Macmillan. Following on from the success from their first collaboration Withers Gin once again joined forces with The D-Day Darlings in 2025 to unveil a special edition gin named Victorious after the song and album of the same name to mark the 80<sup>th</sup> anniversaries of VE Day and VJ Day. Victorious is a Cherry Bakewell Dry Gin, whose flavour reflects the Midlands heritage of both Derby based Withers Gin and Tamworth based The D-Day Darlings. Victorious raises additional funds for Military vs Cancer.

I'll Remember You has just won Best Traditional Gin at the 2025 Gin Guide Awards



### **About Gina Whiting – Founder of Benaberry Craftea Café - Castle Donington**

We are thrilled to introduce Gina Whiting, the visionary founder of BenaBerry's Craftea Cafe in Castle Donington, as a key collaborator delivering the graphics for the label for Withers Gin's new DERBY gin. Gina's creative ability is boundless, and her knack for turning ideas into reality is truly remarkable. In fact, the concept for this label was born from our playful exchange of a fast-paced download of ideas followed by “and you want this yesterday, right?”—and just like that, her vibrant energy brought it to life almost overnight, as well as over a long working lunch.

At BenaBerry's Craftea Cafe, Gina has created a cozy haven where homemade cakes, specialty drinks, and engaging craft activities thrive. Her cafe has quickly become a beloved destination for celebrations and unique handmade gifts, reflecting her passion and creativity. As we launch DERBY gin, we are excited to celebrate Gina's innovative spirit and the delightful atmosphere she fosters, perfectly aligning with the essence of our new gin.



### **About Derby Uncovered**

Derby Uncovered CIC are a non-profit Community Interest Company who champion the absolute best of Derby and Derbyshire.

Focusing on the area's wonderful history and heritage, its talented local creatives and its incredible food and drink, Derby Uncovered have made it their mission to shout loudly and proudly about the city and county to locals and visitors alike.

Derby Uncovered stock the full range of Withers Gin 70cl bottles at their new location in the brand-new Derby Market Hall and in their pop up at Elvaston Castle Stables open Friday, Saturday, and Sunday until September.

### **About Military vs Cancer**

Military vs Cancer is a dedicated charity that provides essential support to military personnel and its community affected by cancer. Established with strong ties to the Armed Forces, the charity ensures that serving members, veterans, and their families never face their battles alone. With a mission to provide financial aid, emotional support, and respite opportunities, Military vs Cancer has made a significant impact, funding critical care and offering comfort to those in need. The charity is known for its fundraising events, including the Military vs Cancer Summer Ball and the ambitious Field Gun Pull from John O'Groats to Land's End, garnering support from military personnel, businesses, and communities across the UK. In 2025, Military vs Cancer will receive help from donations generated by Victorious Gin, reinforcing its commitment to supporting those who have served. The charity's unwavering commitment ensures that no member of the Armed Forces family fights cancer alone. Sarah Withers is a patron of Military v Cancer.

**For more information, please contact -**  
Sarah Withers - Founder of Withers Gin

<https://www.withersgin.co.uk>

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**End of Release**

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