



ETHNIC BRAND MARKETING

BRANDS FROM AROUND THE WORLD



MIX IN OUR WORLD!

ETHNICBRANDMARKETING.COM

INFO@ETHNICBRANDMARKETING.COM

Ethnic Brand Marketing (EBM) is a newly formed brand development and sales agency, creating a diverse and unique portfolio, assembled to deliver craft and premium drink products, rich in authenticity and provenance, from across the world to the UK “On” and “Off” trade market.

Using their 100+ years combined knowledge of the UK drinks business our three founders have assembled a range of drinks that represent the pinnacle of their category in terms of exceptional quality, taste and packaging, whilst acknowledging the traditions and cultural heritage of their individual origins.

ETHNIC

[eth-nik]
adjective

1. relating to or characteristic of a people sharing a common, unique culture, language, or the like.
2. from a different culture, or interesting because characteristic of an ethnic group that is dissimilar from those common in western culture.

69° NORTH ARCTIC VODKA

Distilled in the Arctic Circle by Aurora Spirit at the most northerly distillery in the world.



INFORMATION

Handcrafted under the glow of the Northern Lights, at the foot of the majestic Lyngen Alps, situated at latitude 69° North in the Norwegian Arctic Circle. A slow unhurried distillation of grain spirit through a 14-phase distillation process to produce an extra smooth vodka blended with glacial melt-water.

TASTING NOTES

69° North Arctic Vodka is a fresh clean spirit possessing a soft mouthfeel with a smooth silky finish. Hints of anise and pepper on the nose, clean mineral taste from the glacial water and touches of dill and fennel with a slight peppery finish.

ABV

40.00%

BOTTLE SIZE

700ml

...DON'T FORGET TO TRY:

69° North Arctic Aquavit
69° North Arctic Gin

ANDWELL'S GOLD MUDDLER

With a touch of Andwell's alchemy and years of experience, Andwell Brewery transforms the finest ingredients to bring you a truly exceptional and internationally acclaimed portfolio.



INFORMATION

An award-winning brewery committed to using the finest ingredients and combining the best floor-malted English Maris Otter barley with chalk aquifer-percolated water, rich in natural ions and goodness to create their amazing Mash. The perfect selling to indulge their passion. Winner of the Regional SIBA Gold Award Standard Bitters I 2013.

TASTING NOTES

Named after a fishing fly used for luring trout, this Blonde Ale has a refreshing palate due to the use of high quality pale ale malt. By blending different hops at various stages of the brewing process, Andwell Brewery has produced a beautiful beer with a citrus aroma and balanced bitterness.

ABV

4.20%

3.90%

BOTTLE SIZE

500ml

KEG SIZE

9gal cask

...DON'T FORGET TO TRY:

King John Pale Ale
Pilsner
Pilsner Hop
Resolute Bitter
Ruddy Darter Ruby Ale

BAVARIAN GOLD BIER

An Authentic Taste of Germany.



INFORMATION

Brewed under a UK License, this Bavarian style pilsner has become London's Winter Wonderland best selling beer! It can also be found in various German and Austrian beer halls throughout London.

TASTING NOTES

A lively yet simple, dry lager style beer which possesses a fresh and pure aroma. On the palate, it is well-balanced with a hint of aromatic German hoppiness. Best served in a large stein glass!

ABV

4.20%

BOTTLE SIZE

500ml

KEG SIZE

50L

...DON'T FORGET TO TRY:

Bavarian Gold Dunkel Bier
Bavarian Gold Weiss Bier



BERRY LOU EXOTIC WHITE



Fantastic fruit wine made with natural ingredients only. Ideal for creative and experimental cocktail making. Mix up your life!

INFORMATION

Fruit is among the most precious produce nature has to offer. Berry Lou combines the best with the best to create a unique light lifestyle drink. Top quality fruits become small taste gems with Bayernwald's many years of expertise and family tradition.

TASTING NOTES

Fruity with a light, pleasant acidity. This multi-fruit wine is the perfect combination of pineapple and grapefruit juice. No artificial colouring or flavourings.

ABV

5.00%

BOTTLE SIZE

750ml

...DON'T FORGET TO TRY:

Fruity Red
Tropic Rose

BOOMPJES OLD DUTCH 3YR GENEVER



Boompjes Old Dutch is the original "oude Jenever" as we say in Holland.

INFORMATION

Made with 20% moutwijn, the key ingredient to any genever. Any Old Jenever must have a minimum of 15% and a maximum of 25% malt wine, aged or unaged. Boompjes Old Dutch is aged for 3 years and doesn't contain any colouring.

TASTING NOTES

Onder de Boompjes make this moutwijn themselves in their distillery and it's 3 times distilled up to 75% alcohol, and aged for 3 years in American Oak barrels giving a little bit of that sweet vanilla notes. Straight from the barrel and carefully blended with the freshest mandarins and juniper berries.

ABV

38.00%

BOTTLE SIZE

700ml

...DON'T FORGET TO TRY:

Boompjes Genever

FIORITA PROSECCO



The story of a family and their love for growing grapes. Vines have been their lives for three generations and with this passion and care, they have produced an Italian masterpiece.

INFORMATION

The San Marino estate located in the luxuriant land crossed by the river Piave. This magnificent territory, set between the Dolomites and Venice, is home to all the outstanding viticulture in the province of Treviso. A firm believer in nature and in quality deeply rooted in tradition whilst being ready to innovate with technological advances.

TASTING NOTES

Prosecco Fiorita Treviso Extra Dry possesses intense aromas evocative of white pulp fruits (ripe apples, pears and bananas) complemented by hints of almonds and brioche. A rich and delicate taste, laced with harmonious fruitiness and a crisp, dry finish.

ABV

11.00%

BOTTLE SIZE

750ml

GIN & JONNIE GASTROGIN



The first gastronomic gin. When 2 companies with shared passions about ingredients meet, beautiful things happen.

INFORMATION

In a joint effort to create the perfect gin Onder de Boompjes set out with awarded chef Jonnie Boer from Restaurant de Librije on a flavour mission. Gastrogin is the result of a year of testing, tasting and searching for the perfect ingredients to match Jonnie's kitchen and Onder de Boompjes' distilling skills.

TASTING NOTES

The result is a mix of 4 groups of ingredients; the gin-botanicals; every herb, root and berry you need to make gin. The flavour is citrus at the start, directly followed by pepper. The aftertaste will leave you with a mouthful of sweet fennels.

ABV

45.00%

BOTTLE SIZE

700ml

...DON'T FORGET TO TRY:

Sylvius Gin

HITZKOPF KLASSIK GLÜHWEIN



Bavaria's best seller made with family tradition and natural ingredients only.

INFORMATION

Since the company was founded, the recipe for this sensational taste has been secretly passed on from generation to generation for over 90 years! From the sourcing of best fruits to vinification according to up-to-date processes, Hitzkopf follows the passion for excellent fruit enjoyment as a traditional and nature-conscious company.

TASTING NOTES

Fruity, spicy, and bold! The special thing about Hitzkopf is that the base is high-quality fruit wine and not low-grade red wine. No wonder it has taken all the UK Winter Christmas Markets by storm!

ABV

5.50%

BOTTLE SIZE

375ml,
1000ml

KEG SIZE

10L BIB

...DON'T FORGET TO TRY:

Hitzkopf Baked Apple
Hitzkopf Mulled Wine 9%
Hitzkopf Non-Alcoholic

LUERIA GRAND VITAL



The finest Kosher wine Israel has to offer. Brought to life by the unique quality of Josef Sayada's vineyard at the heart of Upper Galilee.

INFORMATION

Lueria's winery possesses excellent conditions for producing qualitative wine grapes. Grand Vital is produced from the best grapes of select sections in their vineyard. The main base is Cabernet Sauvignon (70%), with a mixture of Merlot (20%) and Cabernet Franc (10%), varying from one harvest year to another.

TASTING NOTES

A deep purple hue and full-bodied wine which reflects the nature of the terroir and the vineyard. Lueria Grand Vital possesses soft tannins, an elegant and complex texture and a rich taste of plum, cherry, blackberry and tobacco with a long aftertaste. Aged for two years in French oak barrels and bottled without filtration.

ABV

14.50%

BOTTLE SIZE

750ml

...DON'T FORGET TO TRY:

Cabernet Sauvignon
Chardonnay Reserve
Gewurztraminer
Rose
Shiraz
Unoaked Chardonnay

MIEL DE TIERRA SALMIANA



Handcrafted Mezcal Salmiana has the classic smoky notes that have immortalized the name of the mezcal. Made exclusively from wild Salmiana Agaves.

INFORMATION

Not your typical mezcal, neither by production nor by taste. The "Earth's Honey" comes from the sweet, amber-flushed tree sap, which can only be found in virgin barrels made of fresh natural oak timber. For every bottle sold, a percentage of the profits goes to "Save the Bees" foundation to aid the natural conservation of wild honeybees.

TASTING NOTES

A wild and sophisticated nose with an abundance of exotic cinnamon spice and ripe mango. The palate continues with clean flavours and more delightful spice. The subtle smoke gives the wild agave plenty of opportunity to take centre stage and its pungent flavours are felt resonating in the gently sweet and mineral finish.

ABV

40.00%

BOTTLE SIZE

700ml

...DON'T FORGET TO TRY:

Mezcal Espadin
Mezcal Reposado
Tequila Colibrí

SCHUMM GINGER NOVIS



Embodies sensuality, discovering the beauty in this world, passionate design and fascination for handicraft. A collection of extraordinary taste experiences.

INFORMATION

Inspired by people, old family recipes, stories told, histories and places. Between all these moods and impressions matured the idea to bring alive a long-cherished passion for craftsmanship, design and pleasure. Handmade in Germany by Christian Schumm. Winner of Deslille Berlin Craft Spirits 2017 Gold.

TASTING NOTES

Unique ginger liqueur, given a sophisticated touch with blended Scotch Whisky. Purely as a digestive, on the rocks, in cocktails or as a long drink with a filler - the possibilities are endless with its tasteful spectrum.

ABV

35.00%

BOTTLE SIZE

500ml

...DON'T FORGET TO TRY:

Schumm Ginger Vogue
Schumm Wunderburg Gin

MONGOOSE PREMIUM BEER



The Indian Mongoose has all the courage and cunning to devour even its most deadly enemies. Those in the know choose Mongoose Premium Beer at its best.

INFORMATION

Mongoose Premium Beer is a high-quality lager brewed to an original and authentic Indian recipe, developed by Wells and Young's Brewing Company over fifteen years ago.

Winner of Monde Selection 2011 Gold Quality Award

TASTING NOTES

Brewed with Marston's (formally Wells and Young's) own wells water, British malts, German hops, yeast, broken Indian rice and maize grits with an original Indian recipe. Like its name, Mongoose exhibits a lively character with a real bite. Zesty, fruity, floral and spicy with a sharp bitter bite and refreshingly clean finish.

ABV

5.00%

BOTTLE SIZE

330ml,
670ml

KEG SIZE

50L

UNDERGROUND SPIRITS SIGNATURE GIN



More than Tradition. Underground is about invention, family, friends and unwavering passion.

INFORMATION

The gin starts as a clean pure wheat spirit, having been filtered using their patented "sub-zero, sub-micron" Filtration Method (i.e. cold temperatures and fine filters). It is the maceration, vapour infusion and tincture techniques which allow the botanicals to shine bright. Gold medal winner at the 2017 Global Spirit Awards Las Vegas.

TASTING NOTES

This gin has a juniper aroma with soft spicy notes from the Tasmanian Pepperberry which, in turn, are supported by the black pepper notes. The taste delivers hints of the Australian native Lemon Myrtle giving a citrus edge and the Australian River Mint adds a freshness. Overall there is a wonderful mouthfeel and a fresh carrot-like appeal.

ABV

42.50%

BOTTLE SIZE

700ml

...DON'T FORGET TO TRY:

Signature Vodka

ORIGINAL ROBY MARTON GIN



"The best-selling Italian Gin in the world." Handcrafted cold compound gin produced from the best cereals and spring waters.

INFORMATION

It is subjected to two processes of distillation and during the final process a part of the distillate is put into a steel barrel in a cold infusion for the final refinement with eleven botanicals: liquorice roots, juniper berries, peel of lemon and orange, cloves, cinnamon, ginger roots, pimento berries, horseradish, anise seeds and pink pepper.

TASTING NOTES

Complex, clean and well structured. The nose is both spicy and citric, with a nice balance of liquorice, ginger and juniper. The palate is dry with an uncommon and persisting exotic spicy flavour bestowed by ginger and pink pepper. Finishes dry with a citrus back.

ABV

47.00%

BOTTLE SIZE

700ml,
2000ml

If you are a brand owner, and feel your products sit well with our ethos and would fit into our portfolio, we would love to hear from you. Come and mix in our world!

