



## M.A.D launches London Dry Gin



Modern Art Distillery has launched a new London Dry Gin, with stunning bottle label designs from three new artists on the theme of 'Sea, City & Land'.

Described by our master distiller as “a fantastically modern London Dry Gin”, the new spirit's secret ingredient is sumac - a sweet, citrusy, Middle Eastern spice that's gaining popularity in contemporary British cuisine. Juniper berries, lemon peel, hibiscus, pink peppercorn, lime leaf and cassia bark add to the piquancy of the gin's flavour.

The 40% ABV London Dry comes in three sizes: a large 70cl bottle; a 10cl mini; and - new to the collection - a 5cl miniature. All are available from our online shop - order now and take advantage of our **£5 off voucher**, using the code FGF2023 (minimum spend £40).

The new series is the second in our collection of spirit flavours and label artwork, following on from our launch back in April which saw the unveiling of our Blueberry & Bergamot Gin, Strawberry & Honey Spiced Rum, and Watermelon & Thyme Vodka, together with artwork from Chris Pompa, John Goldsworthy and Alice Bulmer.

All flavours and artwork are available to buy at our [online store](#).

## Our new artists



### Lu Cornish

Cornwall-based [Lu Cornish](#) has a colourful, quirky and whimsical style inspired by her love of the coast and a deep belief in the healing power of nature. Seascapes, women and wild swimming are recurring themes in Lu's art and can be seen in her M.A.D label design, titled 'The Call of the Sea'.



### Emma Taylor & Jason Dorley-Brown

Bath artists Emma Taylor and Jason Dorley-Brown are the two faces of [Jet Pictures](#). Their cityscape, 'Separation & Amalgamation' features well-known landmarks from across the country, such as Big Ben, Blackpool Tower and Clifton Suspension Bridge.



### Yasmin Davidson

Scottish artist [Yasmin Davidson](#) lives on the remote island of Berneray in the Western Isles, where she's inspired by the rugged landscapes and those who work the land. Her painting 'Machair Stripes' illustrates the patchwork effect of the wild yet structured terrain of the island.

You can buy prints of the artists' work at our online [Art Shop](#) in two sizes - A4 and A3, with an additional A2 size available for the cityscape 'Separation & Amalgamation'.



## Wishing you a Happy Christmas!

It's been an eventful eight months for us here at Modern Art Distillery since we launched in mid-April and we're ending the year on a high note with the unveiling of our London Dry Gin and new artwork.

We're grateful to all the people and organisations we have worked with in 2023, including our artists, printers and distillers - and of course our customers - and we're excited for all that next year promises to bring.

We wish you a very happy festive season and hope you will continue to be with us during 2024 as our M.A.D journey continues!

### Modern Art Distillery

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