

RIVES

RIVES GROUP

Is a 100% Spanish owned family business established in 1880, specializing in the production and distribution of distilled spirits, liqueurs and non alcoholic concentrates.

The company has a wide and varied range of own-brand products, including the Group's flagship product:

“THE 1880 RIVES GIN, IN ADDITION OF BEING ONE OF THE TOP SPANISH GIN BRANDS”

The Group combines traditional production processes with the most advanced technology to make all its different products.

Rives is considered one of the oldest Spanish distilleries and among the 40 oldest companies in the country.



HISTORY

1880



Rives' history dates back to **1880** when the company was established by **Don Augusto Haupold, German consul in Malaga and visionary entrepreneur**. On the other hand he used to sell Copper pot still's , and at that time he sold 9 of 10, which the last remained in the family and served as the main base to develop the forthcoming company into one of the pioneering distilleries in the Puerto se Santa María, initially focused on the production and sale of local wine and brandy.

1900



Copper pot stills were brought from UK and used for the first time to make Rives Triple Sec and Rives Mint Liqueur along with other popular liqueurs of the time such as Coffee and Chocolate.

1976



Rives built a new distillery, state of the art blending and bottling facilities, boiler house, laboratory etc, and also one of the tallest rectification towers of alcohol in Europe.

1995



Rives launches its new range of non-alcoholic liqueurs which includes Green Apple, Peach, Wild Blackberry, Hazelnut and Amaretto

2014



Premium flavor gins range is launched for the global market (Orange, Pink, Mandarinine).

Today Rives is one of the leading brands in the Spanish market and we maintain our leadership position through the wide range of products we offer in our portfolio, which includes not only the finest liqueurs and spirits but also an extensive range of non-alcoholic products.



DISTILLERY



Rives Distillery

Is one of the most advanced distilleries in Europe with 30 m high column stills, two large hundred-year-old John Dore copper pot stills, which are used for the distillation of the botanicals and a reverse osmosis water treatment plant.

The bottling area is responsible for packaging the entire production and comprises three bottling lines with a capacity of up to 18,000 bottles per hour.

PUERTO DE SANTA MARÍA “La Ciudad de los Cien Palacios”

Sitting in the beautiful province of Cádiz, in the autonomous community of Andalucía, South of Spain surrounded by the beautiful River “El Guadalete”, where **Christopher Columbus** had sailed with the beauty Santa María to an unexpected adventure that will become in one of the biggest discoveries in the human history (when the old continent meets America) in 1492.

His flagship, the Santa Maria ship had 52 men aboard and a full range of local and authentic Botanicals, same as we still used to produce our amazing Spanish Gin.

STATE OF THE ART LABORATORY

Is responsible for quality control, research and development of new flavors and colors for future launches. This activity gives Rives the agility and creativity to continue leading product innovation in the market.



RIVES DRY GIN

Rives Gin is still produced by traditional methods using top quality alcohol and botanicals to recipes passed down from master distillers of another age. True London Dry Gin is a much more refined product crafted with great care by experienced distillers. It uses the highest quality fermentation alcohol with botanicals, dominated by Juniper.

The secret of London Dry Gin lies in the purity of the alcohol and the proportion of natural botanicals only, that are used in each distillation. The alcohol used in our Gin is either from fermented molasses or grain with a purity of at least 96%

The careful selection and a perfect combination of its natural ingredients give these gins an exceptional SMOOTHNESS



RIVES SPANISH GIN “DISTINCTIONS”

- Spanish Gin, internationally renowned, is distilled to the **London Dry Gin style**.
- Gin Rives has been **produced in El Puerto De Santa Maria since 1880**, with extreme refinement and care, respecting the original recipe, which distinguishes its clean dry taste.
- The bottle’s grass engraving represents the historical flagship Santa Maria, the largest of the three ships used by Christopher Columbus in his first voyage to the New World.
- The expedition set off from the Guadalete river, next to the original distillery in El Puerto de Santa María (south of Spain), giving the bottle a symbolic connection to our city.
- **The perfect Spanish Gin & Tonic Serve.**
- **Rives, family owned best selling Spanish Gin.**
- **Rives Group is the most awarded Spirits, liquors & Beverages Company in Spain.**
- The height of our unique column still at 30 m, allows to rectified the alcohol at less than 1% of impurities (the normal standard is within 4% to 8%). Great quality of alcohol, 100 % pure water through an osmosis reverse system and only natural botanicals are used to produced our amazing Spanish Gin.



RIVES BOTANICALS

Gin Rives used as the main base; Spanish botanicals and seeds of the region (South of Spain), combined with other carefully selected and top quality global botanicals.



CASSIA:

Sweet and exotically flavored cinnamon bark.



BITTER SWEET ALMONDS:

Bringing a touch of marzipan from Eastern Spain.



ORANGES FROM SEVILLE:

Peeled by hand, they bestow both freshness and citrus essence. The rind is used without the white pith, thus removing any bitterness.



LEMON

The essential oils from this lemon rind of hand-peeled Murcian lemons impart fresh citrus scents.



LAVENDER

From the Los Alcornocales Natural Park of Cadiz.



THYME

From the La Jandas region of Cadiz.



RIVES BOTANICALS

Gin Rives used as the main base; Spanish botanicals and seeds of the region (South of Spain), combined with other carefully selected and top quality global botanicals.



JUNIPER BERRIES:

The fundamental Gin botanical. Hand-picked in Italy and Macedonia once a year.



CORIANDER:

Bringing hints of freshness from Russia.



ANGELICA ROOT AND SEED:

Of Belgian origin. Attributes the gins dry quality.



LIQUORICE:

Of China origin.



GRAINS OF PARADISE:

Notes of warm spice originating from Africa



ORRIS:

Fragrant ground orris root; vital in the creation of aroma.



RIVES AWARDS



La prestigiosa publicación the **IWSR** International Wine & Spirit Research en su investigación sobre el mercado de espirituosos en **EUROPA**, considera a **RIVES** en el **TOPTEN** de marcas de **GIN** en **EUROPA** (IWSR Julio 2015).
Siendo **GIN RIVES** la **única 100% Española** que aparece en el Spirits Review.

Gin: top 10 brands in Europe

Rank/Brand	Owner	Volume 2010	Volume 2013	Volume 2014	% change 2014 on '13	% CAGR 2009-'14
1. Gordon's	Diageo	2,313.9	2,400.1	2,464.9	2.7	1.5
2. Beefeater	Pernod Ricard	1,270.4	1,397.8	1,457.0	4.2	3.7
3. Bombay	Bacardi	676.4	905.1	1,046.1	15.6	10.5
4. Larios	Beam Suntory	929.0	836.9	896.4	7.1	-2.7
5. Tanqueray	Diageo	312.3	454.3	580.7	27.8	17.0
6. Seagram's	Pernod Ricard	150.9	353.5	454.2	28.5	32.7
7. Hendrick's	Wm Grant & Sons	65.9	160.1	212.1	32.5	34.5
8. Greenall's	Quintessential Brands	91.6	120.6	187.1	55.1	19.8
9. Gibson's	La Martiniquaise	139.3	150.5	172.5	14.7	5.3
10. Rives	Rives Pitman	105.0	137.5	171.3	24.6	12.5
Others		3,448.2	3,324.4	3,378.2	1.6	-1.0
Total		9,502.7	10,240.8	11,020.4	7.6	3.1

All volumes in '000s of 9-litre cases Source: The IWSR Database 2014 ©

Desde el magazine **IWSR** consideran nuestra **PINK RIVES** (ginebra de FRESA), como producto más **INNOVADOR** del año 2015 en el sector del GIN en **EUROPA**, resaltándolo en su publicación como **REVELACIÓN 2015**.



1st
Place

DISTILLATION PROCESS

We use the most traditional and artisanal process in our production in order to achieve the best quality “batch distillation” in a pot still.

I



A unique 30 m high column still to rectify the alcohol twice and reduce any further impurities; one of the highest distilleries in Europe.

II

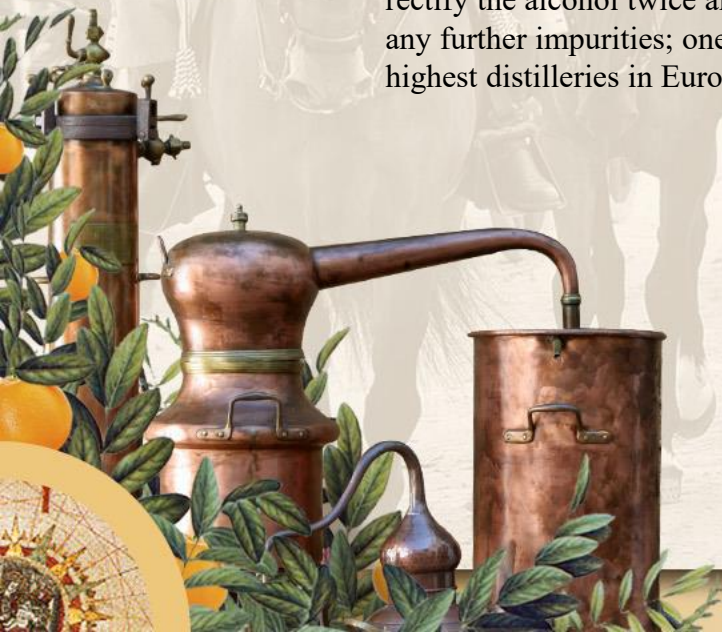


A reverse osmosis water process is made to obtain a 100% pure water.



The alcohol is charged into the pot of the still and reduced with water before the botanicals are added in carefully controlled amounts.

The botanicals are left for maceration during around **24 hours**.



DISTILLATION PROCESS

IV



2 large hundred years old copper pot stills are used for the 3rd distillation of the botanicals together with the purest rectified alcohol and the water. The resulting distillation after boiling the alcohol together with the botanicals and water is called the ALCOHOLATO, obtained drop by drop.

The Master Distiller throw away both the 'heads' and 'tails' of the distillate, selecting only the 'heart' (middle body), right at the point when the taste and the botanical concentrates are optimum. The resulting distillate is left to settle for no less than two weeks, thus allowing the botanicals' essential oils to blend perfectly with the product.

V



The bottles are rinsed with the same gin not to change the flavour before bottling.

Three bottling lines Up to 18,000 bottles per hour.



The resulting product is a precious gin thanks to the balance of the purest alcohol, together with 100% neutral demineralized water and only natural botanicals.



RIVES ENVIROMENT

Gin made in a 100% crafted way with carefully selected botanicals which grants a genuine scent from the beautiful lands of Andalucia: orange, lemon...high quality at an attractive price, so in that way return to popularity



“THE PERFECT SPANISH GIN TONIC”





RIVES
FAMILY RANGE

RIVES 1880 GIN



Rives 1880 is a very special gin made from pure grain spirit distilled 3 times in John Dore copper pot stills in accordance with the highest quality standard demanded for London Dry Gin.

Produced with extreme refinement and care, respecting the original recipe, which distinguishes its clean dry taste.

Eight different kinds of seeds and natural plants are used in the production, from many places of the world, all enhancing its own taste and aroma: **Spanish Juniper**, Coriander, Angelica Root, Cassia, Orris root, **Spanish Bitter Orange**, **Lemon peel**, Licorice.

TASTING NOTES:

Visual aspect: Transparent and bright

Nose: Aromatic, clean, juniper tones and citric base note

Taste: Dry and smooth, with a fresh and citric aftertaste

ABV: 40%



RIVES PINK



Our Pink Rives Gin is made with our 1880 Gin and the maceration of the best Strawberries from South of Spain and a Triple distilled process. This is an authentic hand-crafted gin with delicious hints of strawberry. Using this new recipe , it **guarantees a smooth, fresh flavor and an attractive pink color.**

Choosing the best strawberries in Huelva, Pink Rives provides a unique freshness, highlighting and an authentic handmade strawberry-flavored gin.

Pink Rives is the national flavored gins with an unstoppable projection. Designed to perform in snifter to preserve the essence with charm.

TASTING NOTES:

Visual aspect: Pink, transparent and bright.

Nose: Aromatic, clean, with botany hints perfectly harmonized from a Premium Gin.

Taste: Sweet and fresh aftertaste with hints of juicy and sweet strawberries.

ABV: 40%



RIVES ORANGE GIN



Artisanal Mild and fresh gin, elaborated according to the 1880 formula with a selection of botanic, sweets and aromatic Oranges from Valencia and South of Andalucía.

This is an authentic hand-crafted gin with delicious hints of Spanish oranges.

TASTING NOTES:

Visual aspect: Orange, transparent and bright.

Nose: Aromatic, clean, rich in nuances.

Taste: Sweet and fresh; aftertaste which is reminiscent of sweet Oranges

ABV: 40%



EL ALAMBIQUE RIVES GIN

We elaborate “El Alambique” artisanal gin with 100% botanicals from south of Spain, among them, the freshest MANDARIN peel from Seville.

This limited edition is a tribute to the 5 generations of distillers from the Romero-Haupold family, specially to Don Augusto, who in 1880 founded our company with **the same copper pot still that even today we use. This bottle is a replica.**

Alcohol content: 42%



PX RIVES GIN



We elaborate this original **PX Gin** resting s special edition of our artisanal gin **in american oak barrels where Pedro Ximenez sweet wines were aged**. This brings unmistakable flavours and aromas.

This limited edition is a tribute to the 5 generations of distillers from the Romero-Haupold family, specially to Don Augusto, who in 1880 founded our company with **the same copper pot still that even today we use. This bottle is a replica.**

Alcohol content: 42%



TARGET



People of bohemian nature and adventurous spirit, freedom and enjoyment of life is a fundamental part of their existence, the joy, universal openness and pragmatism of living life enriches them with authentic experiences, knowledge, valuable people and memorable stories.

They treasure time in a genuine way, the past has a powerful meaning in terms of experiences, awareness and lessons learned, they exalt their roots with pride and identity and they are sensitive to connecting with new, different worlds and cultures, likewise, the past becomes in a source of inspiration and beacon guide of what they want to be and what not, although the present is the most valuable, since it is the crucial moment that forges the legacy of tomorrow, his vision goes from the simple to the universal, always anchored in a positive context, they do not usually waste opportunities, much less postpone new actions and challenges that bring them closer to their life mission.

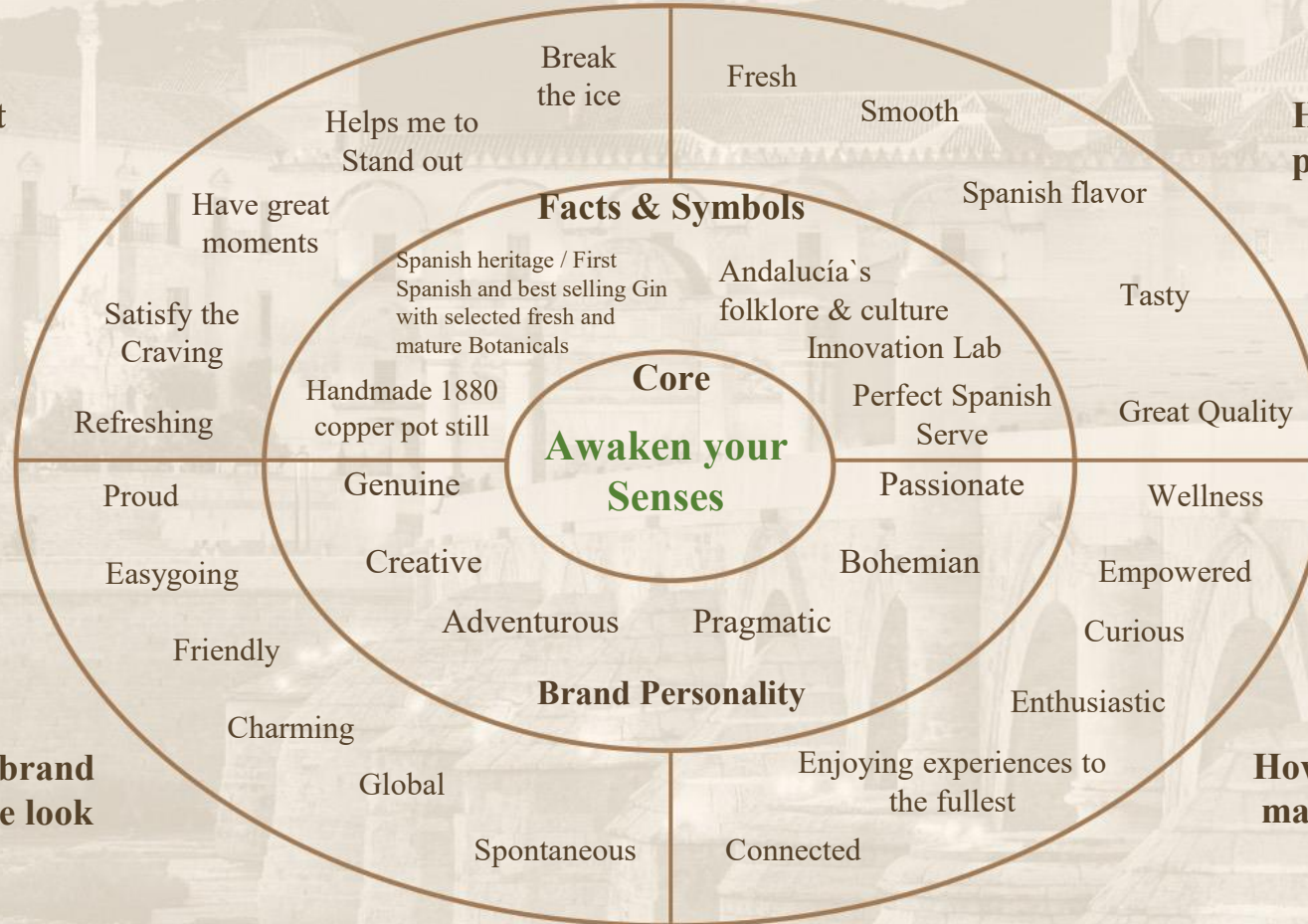
Their great versatility of spirit and thought naturally leads them to enjoy life at a higher level, from the small details to the magnificence of an event, from moments in solitude, to all those moments of sharing with friends, loved ones, as well as being able to connect with different environments. (Beach life, party, fairs, trips to Andalusian towns, music, flamenco, the mix between history and the modern world hypnotizes them, discovering places and traditions.)



BRAND ESSENCE WHEEL

What the product does for me

How I would describe the product



AWAKEN YOUR SENSES

Taste, sight, touch, smell, sound and intuition have made us so happy... We need to be glad and thankful for it, but they are not sufficient anymore to make the most of our lives. We need something new that enhance that beautiful gifts, an extra that make us feel a flood of stimulus with each swip and connected with our in and out world, such as the powerful experiences of meet new places or wonderful people, visit once again a nostalgic and special place, learn something new, let yourself be surprised by the magic of the present, rediscover your past, share moments by your own or with your love ones, to be able to fall in love.

After years of hard work in our distillery, since 1880, no more, no less, we can finally feel really pleased and proud of our roots, of this magical journey that we have been passing through, and awake our sense to keep enjoying and showing a progressive evolution, where we can express the learning from the past in the modern world and in a modern way.



AWAKEN YOUR SENSES

Do you know what happens as soon as you cross the door of the Factory of Senses? That art and passion of our roots and magical place take hold of all the processes that take place there and all of its corners. Such as the beauty of the South Of Spain white towns of Andalucía their beautiful horses, the haunting charm of the flamenco, the unforgettable aroma of the orange gardens, the joy and textures of the Seville fair, the kindness and happiness of our people, the imposing Santa María Puerto, their beaches and the mysticism of their elders and history.

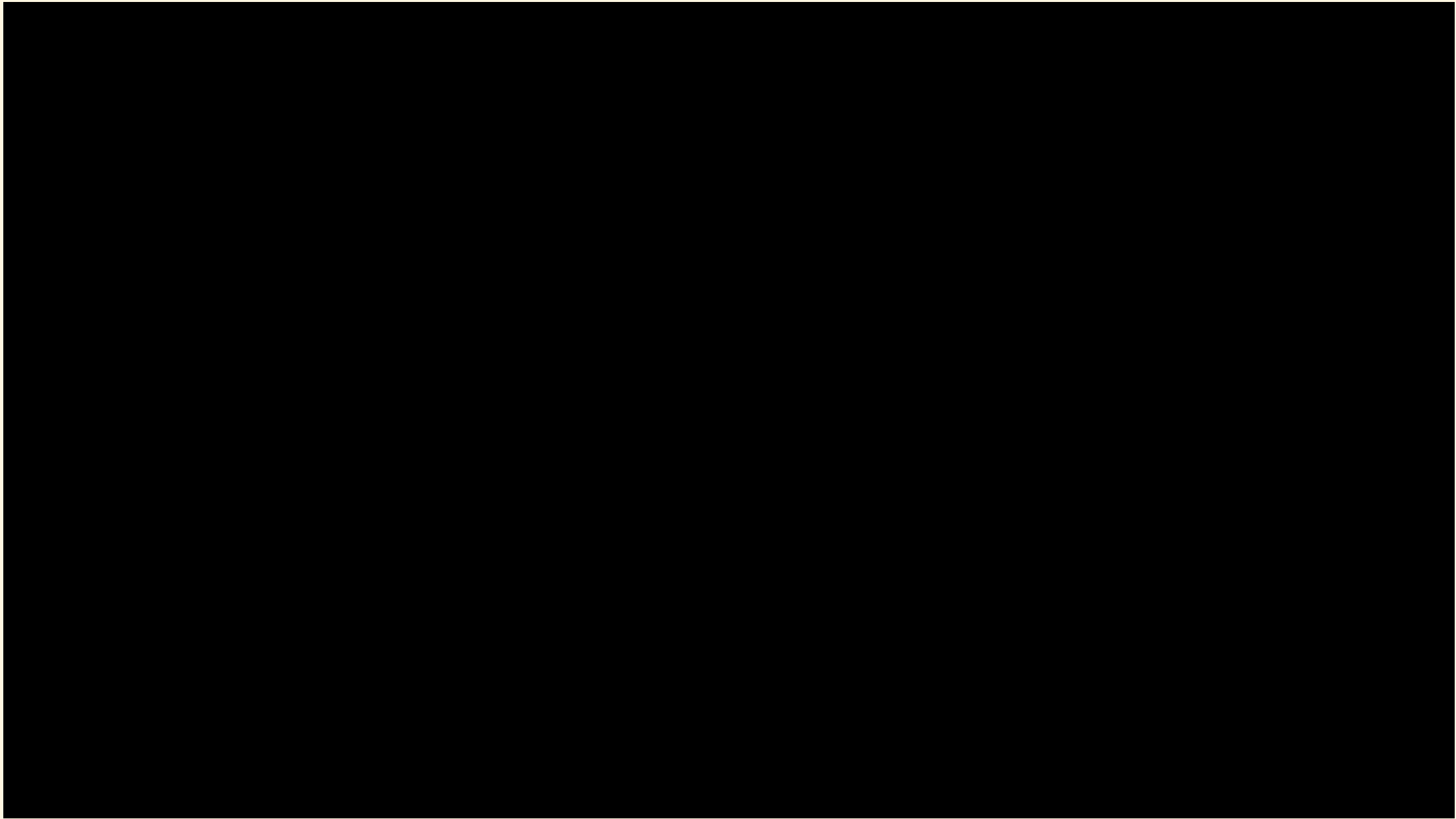
Every morning at 8:30 am the show begins. Engines start and magic takes possession each one of those who are part of Rives. It's then that the senses are awakened.

Does this sound familiar?

That's because you got it.



VIDEO...



BRAND VISION

CORE PURPOSE

- First Spanish Gin
- Represent's South of Spain heart (Andalucía's mood, culture and beauty).
- To be Loyal and charmed.
- To be Pragmatic.
- Exolt heritage and the modern world.

LONG RANGE GOAL

Become a well established Gin premium brand in the US market and worldwide, and recognized as the first and best Spanish Gin with the perfect serve with an attractive and accessible price, also, becoming as one of the first consumers options among the Gin category.



BRAND VISION

CORE VALUES

Being the first and authentic Spanish Gin premium brand with the perfect serve and the best price equation (price-quality) made under a 100% artisanal process.

IMAGE & DESCRIPTION

The bottle's grass engraving represents the historical flagship Santa Maria, the largest of the three ships used by Christopher Columbus in his first voyage to the New World.

The expedition set off from the Guadalete river, next to the original distillery in El Puerto de Santa María (south of Spain), giving the bottle a symbolic connection to our city.

Rives Gin is still produced by traditional methods using top quality alcohol and only natural botanicals to recipes passed down from master distillers of another age.



SOBB:

SINGULAR & OWNABLE BRAND BENEFIT

**“An adventurous and sensorial
Spanish Trigger”**



BRAND POSITIONING SUMMARY

**“RIVES is an adventurous and sensorial
trigger, that awake your senses”**

Through an autentique range of Spanish Gins with the perfect serve, produced under an artisanal process that combines the history with the present, a magical spanish heritage with the modern era, exalting the beauty and lessons of different adventures, experienes, places and people, those that make you feel alive and grateful, to encourage you to live your life to the fullest, without of issues, prejudis and regrets, to be pragmatic and to leave your own legacy.

**Marketing & Communication Pathway:
RIVES, Family owned #1 best selling spanish Gin”**







MIXOLOGY
SPANISH GIN&TONIC

MIXOLOGY

SPANISH GIN & TONIC ROOM



1. Fill the glass with ice and stir the mixer spoon to chill the glass (10°)
2. Pour out any excess water using the strainer
3. Flavour with a twist of lemon and orange rind
4. Add 5cl of Rives Special Super Premium
5. Slowly pour the iconic into the glass over the bar spoon to preserve the best part of its bubbles
6. Garnish with several juniper berries
7. Sit back and enjoy your perfect serve Rives Special Super Premium Gin Tonic



THE SPANISH GIN TONIC

You will need
5 cl. of Rives 1880 or El Alambique
Tonic
Lemon Twist
Orange Twist



MIXOLOGY



SEVILLE GIN TONIC

You will need
5 cl. of **Rives Orange**
Tonic
Orange Twist
Cinammon stick
Orange blossom Aroma



RIVES FIZZ

You will need
5 cl. of Rives 1880
3 cl. of Lemon Juice
6 cl. of Soda
1 Sugar Spoon
One cherry
One Lime Slice



MIXOLOGY



RIVES DRY

You will need
5 cl. of Rives 1880
1 cl. of Dry Vermut
Lime slic



RIVES BRAMBLE

You will need
5 cl. of Rives 1880
2 cl. of Lemon Juice
15 ml sugar syroup
5 0,5 cl. of Wild
Blackberry Liqueur



The background features a repeating pattern of Rives bottles and star-shaped logos. The bottles are arranged in a grid, with each bottle rotated 45 degrees. The star logos are positioned at the intersections of the bottle grid. The bottles are light-colored with dark labels, and the star logos are dark with a white outline.

RIVES

www.fraternityspirits.com

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