



PRODOTTO ITALIANO

Unique Pancalieri mint-infused Gin



Grow your profits with a super-premium craft gin at an affordable price.



With Mintis Gin you can slow down, relax, and
let the better part of your day beGin!

Here are a few reasons why your customers will love **Mintis Gin**



Mintis Gin reacts on market and consumers demand on premium, crafted and flavoured gin with all natural ingredients at an affordable price.



FRESHNESS OF WORLD RENOWNED PANCALIERI MINT

The well-balanced taste of "Menta di Pancalieri," the fragrance of sun-ripened Italian fruit and hand-picked wild juniper will bring your customers a feeling of freshness and calm after their hard day.

ALL-NATURAL, DISTILLED BY HAND, NO SUGAR ADDED

Crafted using Italian botanicals in our family distillery in Piemonte, our super-premium gin delivers an authentic, fresh taste without any artificial flavors, colors, or added sugar.



PROPER PRICING

Irresistible profitability: super-premium gin at premium prices will help grow your profits and provide exceptional value for money for the consumer.

SUPER-PREMIUM PACKAGING

Mintis' well-designed bottles create positive buzz and an unforgettable experience. It reinforces the value of the gin, gets the customer excited to try it, and encourages them to buy again.

Mintis' range of four unmatched, original flavors





ORIGINALE

with Pancalieri mint

Pancalieri mint,
hand-picked Italian juniper,
a twist of lemon,
and other botanicals
local to the Piemonte region
help slow a busy day down.



AMARENA

Amarena cherry
& Pancalieri mint

Amarena cherries
grown in Peceto,
hand-picked Italian juniper,
a hint of Pancalieri mint,
and other local botanicals
will help the drinker remember
that enjoying the moment
is all that matters.





CLEMENTINA

Clementine
& Pancalieri mint

Your customers will love to relax with the unique flavors of juicy clementines from Italy, hand-picked Italian juniper, a hint of Pancalieri mint, and other local botanicals.



RIBESA

Blackcurrant
& Pancalieri mint

The distinctive and captivating scent of sun-ripened blackcurrant together with hand-picked Italian juniper, herbs from Piemonte, and just a light touch of mint delivers a long, fresh, fruity finish.



Italian countryside

Mintis, distilled by hand at Torino Distillati, captures the easy-going soul of the Italian countryside, where enjoying the moment is all that matters.



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Unique freshness of world-renowned Pancalieri mint

Pancalieri mint, often called "Officinalis Sun," is internationally recognized as one of the best mints in the world and was chosen to give Mintis Gin its sensational, intense, refreshing, and unique smell and taste.

It can only be found in a small Italian city in the Piemonte region (also named Pancalieri) close to our distillery.



Our distillery

More than 20 years experience crafting unique, specialty gins

Distilled by hand at family-run distillery Torino Distillati, the most famous distillery in the Piemonte region, is well-known for their gins, vermouths, and liqueurs.

Mintis Gin is made from local, all-natural Italian ingredients without any artificial flavors, colors, or added sugar.

Our super-premium gins are distilled in a custom-made vacuum-still for 8 hours at 60 degrees. This unique approach uses much lower temperatures than traditional methods, preserving the gin's aromatic and fresh flavor with lower environmental impact.

Every bottle is signed by our Maestro distillatore, Denis Muni, who has more than 20 years of experience creating famous and successful spirits.

Denis Muni
Maestro distillatore,
Denis Muni



Eye-catching bottles that sell

The packaging of Mintis Gin, developed with famous studio Mikovec Design, focuses on the highlighting product's best attributes.

Mintis Gin uses custom-designed and embossed bottles inspired by fresh bunches of mint. These works of art are adorned with detailed mint leaves which ensure that the bottle will interest customers and shine on every shelf.

With colors and a style of the bottle that implies great taste and experience you give a reason for the customer to make a purchase.



Awarded for design and taste



WORLDSTAR DESIGN AWARDS 2022

The entire Mintis Gin range is WINNER of WorldStar Awards 2022 In the category of beverages.

WORLD GIN AWARDS 2022

Mintis Originale is Country WINNER Best Italian Signature Botanical Gin



THE GLOBAL GIN MASTERS 2022

Mintis Clementina wins prestigious gold medal at The Global Gin Masters 2022, blind tasting competition by The Spirits Business.



THE GLOBAL GIN MASTERS 2022

Mintis Amarena wins prestigious gold medal at The Global Gin Masters 2022, blind tasting competition by The Spirits Business.



WORLD GIN AWARDS 2022

Mintis Ribesa is Country WINNER Best Italian Flavoured Gin 2022



The right price point

With Mintis Gin's pricing,
you can deliver a super-premium craft gin for an affordable price.



Focusing on e-commerce and off-trade

Why they'll love **Mintis Gin**

Off-trade — independent and specialist retailers

- Eye-catching bottles will be very visible on your shelves
- Super-premium gin at an affordable price
- Carry one of the first mint gins
- Real gins crafted by Italian Maestros distillatore

E-commerce

- Made in Italy
- Super-premium craft gin at an affordable price
- Eye-catching, custom-designed bottles
- Unique botanicals

On-trade is also important for gaining high-quality distribution and building reputation for the brand.

On-trade — bars, cocktail bars, and restaurants

- Highly profitable with a lower cost per shot than other super-premium craft gins
- Offer the first mint gin on your bar menu with original ingredients like Pancalieri mint, Amarena cherries, Italian clementines, and blackcurrant
- Have a exquisite gin from the Italian region of Piemonte
- Unique flavors will add an unforgettable kick to cocktails



Our key marketing activities

OUR GOAL:

Launch Mintis Gin into a crowded market and establish brand awareness to boost sales and support distributors

HOW WE'RE REACHING IT:

Social Ad Campaigns: Launch targeted social ad campaigns drive sales to online retailers in key markets.

Social media: Post a mixture of user generated content, bottle visuals, videos showing how to prepare great cocktails at home, and pics of the Piemonte region, Italian lifestyle, and food several times a week.

Influencers: Identify engaged travelers, gin enthusiasts, Italian lifestyle / cooking fans, design enthusiasts, and send them Mintis Gin samples in exchange for posts on their feeds.

Organic PR: Create relationships with professional spirits magazines, lifestyle magazines, design magazines, who will publish press releases / announcements, reviews, etc.

Website: We present a simple, clear way for customers to buy Mintis Gin in their country.

A&P: We help support our distributors' local marketing activities.

POS : Branded merch will help shops make sure the customer gives Mintis Gin the attention it deserves.



To make a long story short...

STOP-AND-STARE DESIGNS

Highly-visible Mintis Gin bottles will shine on every shelf.

TASTE CUSTOMERS LOVE

Truly unique flavors satisfying rising consumer demands for flavored gins.

TREND WITH NO END

Hand-distilled, all-natural, no sugar added.

20 YEARS EXPERIENCE CRAFTING SUPER-PREMIUM SPIRITS

Experienced distillery with a history of success.

WELL-PRICED

Ideal pricing for moving large volumes.

MARKETING SUPPORT HELPS BOOST SALES

Global and local marketing help make launching easy and establish brandawareness.

