



MOSGAARD

Mosgaard Whisky

- Organic distillery founded in 2015 by **Gitte and Jes Mosgaard**
- Production of organic Gin and Whisky
- 25 years experience with natural science
- Experience from Audio industry and product development
- Common interest in human senses
- Entrepreneurs behind several start ups



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Creating new business

- **Co-founder of Danish audio company Libratone**
- **When creating new businesses you have to find a hole in the market – new user trends etc.**
- **For Libratone it was the introduction of the iPhone - freedom in moving around listening to music with the source with you.**



New trends in spirits

- For years we have seen organic products picking up in beer and wine – but not spirits
- No products in the market – no demand
- Interest for local products are rising
- Story telling is extremely important for local products
- Super Premium product market is rising
- You have to break free and create a Blue Ocean



Always throw yourself into a rising market

- Super Premium Gin marked is getting hot
- Super premium MS 3-5% - rising
- Premium MS 20-22% - steady
- Standard MS 40-45% - falling
- Private label MS 28-37% - falling
- Gin growth last 5 years 150%
- Prediction for the next 5 years 50-100%



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Product Strategy

- Premium quality products
- Clean and pure in taste
- Organic production (to achieve 1+2)
- New appealing interpretations of classical Gin style
- Hit new market segments and new customers with friendly taste
- Whisky with a taste profile of the island of FYN



Whisky Production

- Organic Danish malt as base
- Distillery is designed ground up
- Inspired by Scottish methods with new scientific approach to design taste
- Taste is clean, soft and fruity
- Water, malt and methods does matter
- 100% organic production is fundamental to taste – there is a difference!



Whisky Cask strategy

- All casks are built to purpose
- Ex Oloroso, PX, Port, Bourbon
- Production size 50 liters gives sweeter taste – but higher cost
- Own production of casks with selected wood, charring and matured with our own organic Sherry blend (Palo Cortado)
- Don't jump the fence!



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Gin Production

- Based on organic wheat alcohol
- Hybrid construction kettles – same taste profile as our whisky
- 100% organic production
- Fresh lime, lemons, grapes, oranges etc.
- Juniper is the dominant botanical
- Free play for the rest – used for bringing balance in the product, important for our story and product differentiation



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Challenges in Organic Gin production

- Rules are not the same in EU
- Local ingredients is a challenge
- Juniper can not be picked in nature in Denmark and declared organic
- In Macedonia and Greece it is allowed, and they can be declared organic
- So the product exists and we must buy it from Southern Europe
- Does this make any sense?



Rules for Organic food production in DK

- **5% volume of the ingredients can be non- organic**
- **But only if the ingredient can not be found anywhere in the world as organic (even in China!)**
- **Proof of non-existence is on the producer**
- **Gathering from nature can be allowed in these exceptions if we can proof the land we gather botanicals from are not “polluted” (beaches, state forests or national parks)**
- **Exceptions shall be applied for - and approved case by case by the Danish veterinary and food administration**



Documentation and Control

- **Full traceability is needed, lot numbers on all products**
- **Recipes and storage movement updated every day**
- **All suppliers must be approved for organic production or handling (only wholesale suppliers)**
- **Updated certificates from suppliers is requested annually**
- **Control and check bi-annually to annually by Danish veterinary and food administration**



Is it worth it?

- **Restriction to local ingredients**
- **Lots of extra administrative work**
- **Higher cost price – same sales out**
- **YES!**
- **It gives is better products (not healthier)**
- **Our products stands out in the crowd**
- **Demand is rising – bars, hotels, festivals**
- **It is easier to run 100% organic to avoid cross pollution**



Danish Organic spirits in export

- Which Organic logo is better?
- EU requires EU Logo to be organic
- Danish Logo is a "trademark" and better exotic add-on
- Use "Organic" or "Biological" depending on market
- China alone has more than 20 different Organic approval authorities, so better to use something completely different
- Create statements and Trademarks – easy explanation and good press coverage



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Dry Gin

- Spicy and fresh citrus taste – a classic GT gin
- Botanicals – juniper, liquorice root, seeds of anis, cloves, pepper, seeds of coriander, lemon grass
- Citrus - fresh lime, lemon and oranges
- Garniture – mint leaves, basil, lemon verbena



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Tangerine Gin

- Sweet and floral taste
- Botanicals – juniper, liquorice root, seeds of anis, cloves, rose pepper, seeds of coriander
- Citrus – fresh mandarins and lime
- Garniture – rosemary



Oak aged Cask Gin

- The single malt of Gins
- Matured in ex. Bourbon and Ex. Pedro Ximenez Sherry casks
- Notes – fresh citrus, vanilla, figs and honey
- Enjoy neat – in a good whisky glass



GinGin

- **Powerfull Gin cold mouth feeling with double Juniper – 46%**
- **Botanicals – juniper, seeds of fennel, seeds of anis, cloves, Indonesian long pepper, seeds of coriander, lemon grass**
- **Citrus – fresh lime and lemons**
- **Garniture – mint leaves, basil, lemon verbena**



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Red Love Gin

- Sweet and sour with apple notes
- Botanicals – juniper, liquorice root, seeds of anis, cloves, pepper, seeds of coriander, lemon grass
- Citrus - fresh lime, lemon and oranges
- Garniture – fresh pommes de granate
- Infused with Red Love apple juice which gives it a nice acidity



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Filippa Gin

- Creamy and sweet apple gin
- Botanicals – juniper, liquorice root, seeds of anis, cloves, pepper, seeds of coriander, lemon grass
- Citrus - fresh lime, lemon and oranges
- Garniture – fresh thyme
- Macerated with the historical Danish Filippa apple



Young Malt

- Single Malt from Fyn, sweet and fruity
- The water from Fyn adds softness
- Matured in small Ex. Bourbon casks
- Cask finish in Ex. PX Sherry casks
- Notes of pears, apples, citrus, caramel, almonds, dried fruits, burned figs and leather
- Organic malt from national park Thy



Peated Young Malt

- Single Malt from Fyn, smoky!
- The water from Fyn adds softness
- Matured in small Ex. Bourbon casks
- Malt is smoked over peat
- Notes of citrus, caramel, almonds vanilla, peat, tar and leather



