

ESCUBAC

A MODERN LIQUEUR

BACKGROUND

Escubac is the first release from Sweetdram, who have deconstructed a defunct recipe from the 1700s and completely reimaged it for today.

Their contemporary version of this obsolete style sits in a category of its own (“modern liqueurs”), somewhere between gin and traditional herbal elixirs.

The name originated as *Usquebaugh*, a spicy yellow cordial made in Tudor England that was later adopted by the French, with the word translated to *Escubac*.

POSITIONING

Sweetdram aims to take advantage of the recent gin boom and cocktail renaissance by marketing Escubac as a viable and exciting gin-alternative.

Unlike a new gin brand, however, which would need to compete with hundreds of other gin brands, Escubac does not have a direct competitor. In terms of flavour and style, it is proprietary, unique and distinct.

As the gin sector continues to saturate with similar spirits, Escubac offers discerning drinkers and bartenders something genuinely different to drink and mix.



ABOUT SWEETDRAM

Sweetdram’s philosophy is to create flavour-focused modern spirits that aren’t limited by tradition, category or drinkers’ preconceptions.

There are only four team members (from left to right): Vangeli, Daniel, Andrew, Joe.

All recipes are designed at the Sweetdram workshop in east London, using bespoke glass distillation equipment and a 110-litre copper Vendome still.

Sweetdram products are never made on-contract; instead, the team take over their partner distilleries and operate the stills themselves.



SERVES

Mixed with tonic and a slice of lemon for a sessionable twist on the classic G&T. (“E&T”, photo above)

Sipped like a nice whisky or as an aperitif to cleanse the palate before a meal.

Poured as a base spirit in cocktails; used exactly the same way you would a gin.



PRODUCT INFO

Style: Aperitif

Strength: 34% alc/vol

Made at: Distillerie Combier, Saumur, France

Botanical list (distilled): Caraway, cloves, nutmeg, cubeb, liquorice, orris, coriander, lemon peel, sweet and bitter orange peel, cardamom, green and star anise, cinnamon

Base: Neutral spirit from French sugar beet

Coloured by: Saffron (yellow)

Sweetened by: Raisins, vanilla and a small amount of sugar (2.5% by weight)

