

Crafter's showcases zero waste gin production

By **Hibah Noor** on September, 13 2019 | Spirits & Tobacco



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Liviko, Estonia's most renowned spirits business with a 120-year history, will once again be present at the TFWA WE Cannes show and proud to demonstrate innovation in the spirits industry.

As the company's flagship brand, the Crafter's Gin family includes two styles: London Dry Gin and Aromatic Flower Gin. Both are inspired by Nordic nature, handcrafted in small batches, created with natural ingredients and copper-pot distilled.

For the second year, Crafter's is proud to be the official gin of The Scene, the official club of the TFWA WE Cannes show. This time around, Crafter's will introduce something truly different into the brand family: soft drink Re-crafted Crafter's Junibeer. The innovative recipe takes the juniper berries once used for Crafter's gin making - the extract left from the process (with added sugar and water) - and carbonizes them for a refreshing fizzy drink. Hence the name of the product and play on words; it tastes of genuine juniper berries with hints of wood.

"Here at Liviko we set ourselves high standards in terms of both product development and production itself," said Janek Kalvi, CEO of AS Liviko. "Thanks to the inventiveness of our talented staff, we've come up with a solution that reuses raw ingredients, which is not something you come across very often in the beverage industry. And the result, inspired by smart production, is the newest member of the Crafter's family.

The alcohol-free Crafter's Junibeer contain no artificial flavoring and are both gluten-free and lactose-free and also suitable for vegans.

Guests at the TFWA Cannes can sample Crafter's Gins and Junibeer at Liviko's stand H13 and at The Scene's Crafter's Gin Lounge.