



*Chase*TM DISTILLERY

THE UK'S FIRST & ONLY
SINGLE-ESTATE DISTILLERY



SINGLE ESTATE SPIRITS



“At Chase Distillery we produce only the very finest spirits. We have been awarded world's best tasting vodka, we make the most complex and elegant gin in the world, and we are British. We grow our own raw materials and we distil and hand bottle all of our products from our family owned single estate farm in Herefordshire. Please do come and visit or email me directly at will@williamschase.co.uk, I'd love to hear from you.” *William Chase*



SINGLE ESTATE SPIRITS



WILL'S STORY

"I grew up on our family farm Tyrrells in Herefordshire. Wanting to be a farmer from a young age, to grow fresh produce enhanced with the magic earthy smell of planting potatoes into fresh soil in spring was to be my dream career."

Having struggled to make ends meet for many years in my twenties, trying to build a business doing what I loved; farming, I eventually found it best to focus on one thing. I chose potatoes, for good or for bad, trading them to supermarkets to make a living but little more. Life was difficult as a trader. The phone was ringing all day but with constant problems, mainly as a result of the supermarkets pressure to reduce price.

I was one day struck with the eureka idea of turning our home-grown potatoes into crisps, aided by the original team on the farm (and some common sense) we established a brand onto the market and Tyrrells was born. As the brand quickly grew (along with my waistline!), I started to look for the next challenge.

Previously on a Tyrrells export trip I discovered a distillery making vodka purely from potatoes and I couldn't believe how good it tasted. I learnt that gin is made from vodka (well, a crude vodka called neutral grain spirit), so I thought that if we could make our gin, not from NGS, but from our home-grown vodka, we would become the first real single-estate gin.

The next chapter in the Williams Chase story takes us to our wine. As a farmer I love that I am able to grow the vins, watching over the entire process from seed to bottle, so that the taste of the wine speaks for itself.

Our aim is to keep innovating with both the spirits and the wines, experimenting with ways to make new and unique flavours, we're even trying to ferment beetroot into vodka!

William Chase



CHASE DISTILLERY

CHASE VODKA, 40%



Voted the World's Best Vodka at the prestigious San Francisco Spirits Competition, Chase Vodka is the only English vodka to be made entirely from potatoes. Made on the Herefordshire family farm, we offer a super premium vodka that is made entirely on one estate, giving an exquisite vodka with provenance.

Tasting Notes

- **Nose:** Light white pepper, hint of freshly sliced potato. Very clean.
- **Palate:** Creamy turning clean black pepper, waxy oiliness and macadamia nuts.
- **Finish:** Clean, rounded. Smooth potato finish with mineral notes.

- Serve neat and chilled over ice, or enjoy as a Kiss Chase cocktail.
- Kiss Chase: 2 parts Chase Vodka, 1 part Chase Elderflower Liqueur, ¼ part freshly squeezed lemon, top up with pressed apple juice. Shake all ingredients with ice and fine strain into a coupe glass. Garnish with a slice of apple.



CHASE MARMALADE VODKA, 40%



Beginning life as the 'World's Best' Chase Vodka, the smooth and creamy spirit is marinated with a bespoke Seville orange fine marmalade in the Chase alembic copper pot still; Ginny. The resultant spirit is then further distilled in the world's tallest rectification column (standing at 70ft) with the vapours passing through fresh Valencian and Sevillian orange peel, creating a beautifully bittersweet and 100% natural orange experience.

Tasting Notes

- **Nose:** Aromas of orange and lemon marmalades on rye toast.
- **Palate:** Supple, fruity medium-to-full body, tangy.
- **Finish:** Golden hue, orange zest, naturally rich bitter-sweet.
- Ideal for sipping neat, over ice, or as the base to a Chase Marmalade Mule.
- Chase Marmalade Mule; 1 part Chase Marmalade Vodka, 3 parts Ginger Beer, dash of Angostura Bitters, fresh lime. Build over lots of ice, add a dash of bitters and garnish with a squeeze of lime.



CHASE RHUBARB VODKA, 40%



Quintessentially British and delectably sweet, Chase Rhubarb Vodka is delicately pink in colour with the scent of stewed rhubarb.

We slowly cook Herefordshire rhubarb before distilling it with our naturally sweet and creamy Chase Vodka in our bespoke copper batch pot still. The resultant spirit is then further distilled a fourth time to infuse the flavours, before adding macerated fresh rhubarb and filtering to leave a delicate pink colour.

Tasting Notes

- **Nose:** clean and spirit with fresh stewed rhubarb.
- **Palate:** fresh rhubarb retaining a hint of rhubarb tartness and peppery spirit.
- **Finish:** creamy texture from the potato base spirit, finishing like a fine reposado tequila or mescal.
- Ideal for sipping neat, over ice, or as the base to a Rhuberry Fool.
- Rhuberry Fool; combine 1 part Chase Rhubarb Vodka with 1 part pressed apple juice in a chilled champagne flute. Muddle raspberries and fine strain before topping with English sparkling wine. Garnish with finely sliced fresh rhubarb and a raspberry.



NAKED CHASE APPLE VODKA, 40%



This unique apple vodka is the first made from our home-grown English cider apples, calling it Naked Chase to reflect the organic apples used, and the artisan methods undertaken to produce it. Our Naked Chase Apple Vodka is beautifully pure as there's nothing added to it.

Distilled five times in our copper batch pot and then again through our extraordinary 70ft copper rectifying column, to create the purest and finest spirit.

It tastes fantastically pure with a note of fresh apples on the nose. Perfect for vodka connoisseurs who are looking for something unique and quintessentially English.

Tasting Notes

- **Nose:** Fresh apple notes. Very subtle soft, warm, aroma.
- **Palate:** Plump stewed apple with brown sugar notes.
- **Finish:** Slight caramelised sugar, apple pie note.

- Perfect as a martini, 1 part dry vermouth, 2 parts Naked Chase Vodka. Shake all ingredients and strain into a chilled martini glass, serve with a slice of apple.



CHASE OAK SMOKED VODKA, 40%



We make our Smoked Vodka using our traditional copper pot distilling methods by blending down our award winning Chase Vodka with Herefordshire's finest oak smoked water.

Water from our borehole is allowed to sit in the coolest part of the smokehouse for 5 days in order to pick up that delicate sweet but ashy smoky flavour.

Tasting Notes

- **Nose:** Warm and inviting, like a great British campfire. An initial peppery haze opens up to a lightly sweet and creamy, oak smoke with delicate notes of ash flitting by in the breeze.
- **Palate:** Sweet and light woody notes of liquorice root greet the pallet on entry. Hints of charcoal and black pepper lead the way with a lightly tingling bitterness and spice, before the billowing oak smoke that follows.
- **Finish:** Soft and delicate smokiness, warming like orange embers in the fireplace.
- Try it neat and slightly chilled as it tastes great on its own. With its smoky and moreish qualities, it also makes an inspired base for a range of cocktail recipes showcased a fantastic Bloody Mary.



WILLIAMS CHASE GB EXTRA DRY GIN, 40%



Much like our Elegant Gin, Williams Chase GB Gin is unlike most other gins, where a neutral grain spirit is simply redistilled. Our GB Gin made from the same cider apples and potatoes grown on the family farm in Herefordshire to produce our own single-estate vodka, which is then infused with our carefully considered selection of fine botanicals.

We infuse juniper buds and berries to ensure that we distil the driest gin possible, followed by wild botanicals including; cinnamon, nutmeg, ginger, almond, coriander, cardamom, cloves, liquorice and lemon to ensure a distinct and robust flavour.

Tasting Notes

- **Nose:** Dry juniper with zesty citrus and then some warm spicy notes.
- **Palate:** Juniper, dark chocolate and citrus zest upfront on the palate, followed by warm, spicy notes of cinnamon, nutmeg and ginger.
- **Finish:** Full bodied and robust leaving a dry finish.
- Use to create a well-balanced Gin and Tonic, or enjoy as a Sweet Martini.
- Sweet Martini: 30ml Chase GB Gin, 30ml Sweet Vermouth, garnish with thinly sliced apple.



WILLIAMS CHASE ELEGANT GIN, 48%



Unlike most other gins, where a neutral grain spirit is simply redistilled, our Elegant Gin is created by first pressing cider apples, fermenting the juice into cider, then distilling into Naked Chase Apple Vodka. The spirit is then distilled with 11 carefully considered wild botanicals, including juniper, angelica, orange and lemon peel, hops and elderflower, in a small Carter-Head Still (affectionately named “Ginny”).

Finished by the addition of naturally pure water taken from the aquifer that runs underneath our orchards. The resultant flavour is a full bodied, sharp yet fruity gin with tears and true provenance.

Tasting Notes

- **Nose:** Fresh aromas of juniper, citrus fruit and spices.
- **Palate:** Elegant, crisp with juniper and green fruits upfront, followed by warm spices and earthy undertones.
- **Finish:** Full bodied, expressing aromatic complexity.
- Designed to create the ultimate Gin Martini; 1 part dry vermouth, 2 parts Williams Elegant Gin Shake all ingredients and strain into a chilled martini glass, garnish with a slice of apple.



WILLIAMS SEVILLE ORANGE GIN, 40%



So delicious is the Seville orange, we not only decided to use them in our Chase Marmalade Vodka, but also in a bespoke gin recipe. Wanting a crisp, citrusy flavour we decided to use the oranges in their raw form rather than marmalising them first... and the result is outstanding.

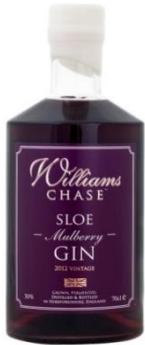
We create the base spirit using our homegrown potatoes. Slowly, we infuse with a delicate range of eight unique botanicals including; juniper, orange peel, liquorice, elderflower and bitter almond before finally distilling with more of the same sweet Seville orange peel used in our delicious Chase Marmalade Vodka.

Tasting Notes

- **Nose:** Light nectar in appearance, natural floral oils upfront followed by fruity notes like a luscious hot cross bun.
- **Palate:** Fragrant with elderflower upfront on the palate. Smooth, sweet Seville orange peel tones with full sweet body.
- **Finish:** Full bodied, finishing with an expression of fresh Seville orange zest.
- Use to create a refreshing Gin and Tonic, served with a slice of fresh orange, or to create a classic Negroni. Also delicious as an Orange Blossom Fizz cocktail: 20ml Seville Orange Gin, 5ml rose water, 10ml honey shaken and topped with fizz.



WILLIAMS SLOE & MULBERRY GIN, 30%



As always, inspired by unique and decidedly British flavours, we have been busy marinating Herefordshire hedgerow sloe berries, picked after the first frost last November in a bespoke gin blend. Incorporating a selection of botanicals designed specifically to augment the rich flavour of the fruit, the sloes were left to marinade for an initial period of eight months. We then sourced delicious, but rarely seen, mulberries; adding the fruit for a final two months before decanting and bottling.

Tasting Notes

- **Nose:** Deep, rich waves of sloe berry with coy sweet ripples of rosehip, followed by lightly acidic notes of blackcurrant and redcurrant
- **Palate:** The mouth feel is delightful and sticky, almost medicinal in the cold winter months. Not overly sweet with a clean tartness around the edges. Big sloe berry notes on entry, complicated and lightly fiery on the mid palate.
- **Finish:** Lightly dried and astringent with an aftertaste of figs, chopped dates, prune and redcurrant jelly. Gloriously warming!
- Ideal as a winter warmer, serve at room temperature with a cinnamon stick wrapped in flamed orange zest, or with a slice of fresh orange.



CHASE FRUIT CUP, 20%



We start by heating our award-winning Chase Vodka in our beautiful hand-crafted gin still, passing it through a blend of 17 botanicals in our evaporation chamber to infuse all the flavours found in our Chase Summer Fruit Cup.

Along with the wild botanicals, we combine a delectable blend of elderflowers and locally sourced raspberries and blackcurrants, which are added in different proportions to the gin spirit, creating a beautifully summery drink.

Tasting Notes

- **Nose:** Earl grey, rosemary and thyme present with floral aromas of rose, elderflower & hints of lavender
- **Palate:** Rich juicy blackcurrant and raspberry fruitiness warming background taste of ginger and star anise
- **Finish:** Earthy notes of rosemary, thyme and the tanginess of bitter lemon.
- A light and refreshing drink, we recommend serving well iced with lemonade, fresh sprigs of mint, orange, a squeeze of lime and a variety of fresh summer berries.



CHASE MARMALADE MULE, 6.4%



The Marmalade Mule is our first 'Ready to Enjoy' cocktail. Celebrating our favourite signature serves - award-winning Chase Marmalade Vodka combined with fiery ginger beer, fresh lime juice and Angostura Bitters to create this fantastically bittersweet, warm, spicy yet refreshing drink.

The Marmalade Mule is an English twist on the classic Moscow Mule, and was born out of a desire to fill a gap in the ready to drink market for a premium 100% natural serve.

The 'cocktail in a can' Marmalade Mule is ready to serve, so no need for shaking or stirring. It's ideal for those on-the-go, to be taken to parties or simply to be enjoyed at home.

Serve the Marmalade Mule in a highball or goblet with plenty of ice and a slice of fresh orange peel to bring out the drink's aroma, otherwise simply chill and pop a straw in.



CHASE LIQUEURS, 20%

Our finest fresh fruit liqueurs have a genuine luxurious quality because they are made using our Chase Vodka. They capture the true, rich flavours of our beautifully ripened and carefully selected varieties of fresh fruit to achieve the best and most delicious taste, without using any artificial ingredients or heat methods. Our liqueurs make a perfect complement to champagne, cocktails or desserts.

Chase Elderflower Liqueur

- **Nose:** Clear, deep, rich yellow. Powerful elderflower nose.
- **Palate:** Excellent balance of alcohol and sweetness.
- **Finish:** Full hit of elderflower flavour, very rounded and long on the finish.

Chase Rhubarb Liqueur

- **Nose:** Clear, light pink. A nose of fresh rhubarb and rhubarb crumble.
- **Palate:** Great palate. Sweet with slight rhubarb bitterness.
- **Finish:** Very delicate and natural rhubarb flavour.

Chase Raspberry Liqueur

- **Nose:** Clear, vibrant rose red. 'Jammy' raspberry nose.
- **Palate:** Good balance of bitter fruit and sugar with intensely rich raspberry flavours.
- **Finish:** Strong raspberry flavours through the finish.

Chase Blackcurrant Liqueur

- **Nose:** Clear, deep burgundy in colour. A beautifully ripe blackcurrant nose.
- **Palate:** Rich but not overly sweet palate with natural-tasting blast of blackcurrant fruit.
- **Finish:** Rich fruit continues through the finish.

PERFECT
COCKTAIL
MIXERS



AWARDS

San Francisco World Spirit Awards

- Best Vodka award Chase Vodka
- Double Gold award Chase Vodka
- Gold Medal for Chase Marmalade Vodka
- Gold Medal for Chase Kentucky Bourbon

Beverage Testing Institute

- Gold medal with 92 points awarded to Chase Marmalade Vodka
- Rated exceptional.

Growing Business Award

- Made in Britain

Class Magazine

- Chase Vodka rated 5/5 Excellent
- Chase Smoked Vodka rated 5+/5 Outstanding
- Chase Marmalade Vodka rated 5/5 Excellent
- Chase Elderflower Liqueur rated 5/5 excellent
- Naked Chase Apple Vodka rated 4.5/5 Recommended
- Williams Elegant Gin rated 4/5 Praiseworthy

Guild of Fine Food, Great Taste Awards

Awarded 4 GOLD awards & Major Regional Award

- 2 x Gold 1 star awards for its' vodka and blackcurrant liqueur
- a Gold 2 star award for its raspberry liqueur
- a prestigious Gold 3 star award for its elderflower liqueur
- Major Regional Award for Elderflower liqueur

The Liqueurs Masters – by The Spirits Business magazine

- Chase Rhubarb awarded GOLD in The Traditional Category
- Chase Elderflower awarded GOLD in The Elderflower Category
- Chase Blackcurrant awarded SILVER in The Fruit Category

Imbibe Ice Awards – By Imbibe magazine

- Imbibe magazines elite ice awards recognises chase vodka in it's top 5

*Voted the **World's Best** by a prestigious international competition out of 247 vodkas worldwide.*



PRESS



INSTANT IMPROVER
THE WORLD'S 10 BEST GINS

Tomorrow is world gin day and for the past three weeks we've been meticulously sampling every gin we can possibly get our hands on. You probably have fallen. You judge impressions and unique features are down. And yes, the site has lost a 42% revenue share as a direct result, but look at what we've done. It's the vodka we're after.

And there's our Sunday Spotlight...

1. WILLIAMS CHASE

Just pick of the bunch. With flavours of juniper, apple and cedarstone, it's a smooth and sophisticated gin. It's the only one that's been distilled in a distillery over 100 years with the same process taking over two hours from start to finish. You can probably taste the difference that goes into it. And it's 40% you can taste the bonus that goes into it. It's 40% more.

Not bad for £27

WORLD'S BEST VODKA IS MADE IN HEREFORD

By JOHN COLLIER
VODKA made from spuds on a farm in Hereford has been voted the world's best. Chase Vodka beat 115 international rivals - including top brands from Russia, Poland and

Scandinavia - in a US contest. Maker William Chase, 44, began producing his top vodka eight years ago after selling "Tyrrells" Potatoes grown at 'Boscoppe' farm near Hereford are added to water, fermented and distilled. Everything is done on-site and it's made in 2010. The vodka is made and bottled in Hereford. Potatoes are said to give Chase a smooth, creamy, subtle if, more than

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Making gin from apples

Traceability is the watchword of the modern foodie and cocktail connoisseurs are getting in on the act thanks to an artisan distillery that makes gin from apples.



Andy Thripp: He definitely likes them apples



itv
this morning



1. Chase

Chase has become such a prominent force in the independent off-trade and the fashionable end of the on-trade that it's easy to forget the Herefordshire distiller has only been around for six years. The brand was created when William Chase sold his Tyrrells crisps business and sought a more interesting outlet for the potatoes he'd been farming for 20 years. Quality and provenance provide Chase with its major selling points and its marmalade vodka has become a cult objective desire among spirits aficionados.

ONE VOTER SAYS

It is new and fresh. It is an innovative company, constantly developing its products and marketing.
John Earle, Christopher Piper Wines Ottery St Mary, Devon



English vodka brand voted the world's best

By Will Smale
Business reporter, BBC News

It is enough to make a patriotic Russian need a stiff drink to get over the shock - an English vodka has been voted the best in the world.

Chase Vodka has triumphed in the 2010 San Francisco World Spirits Competition, beating 249 rivals from around the globe, including Russia and Poland's finest.

Tasted under blind conditions (all the bottles were covered to maintain anonymity), Chase was preferred by a 30-strong panel of independent judges.

And instead of being produced by one of the global drink giants in a huge, automated distillery, Chase is made on a farm in Herefordshire from potatoes.



Chase currently makes 1,000 bottles each week

The spuds are all grown in the farm's own fields, before being added to water, fermented, and then distilled and bottled. It all takes place on site.

That's the spirit! UK vodka beats Russia and Poland to be voted best in the world

By DAILY MAIL REPORTER

Vodka from English crispmaker's farm voted best in the world

Chase distillery in Herefordshire, also home of Tyrrells snacks, produces spirit that beats Russia and Poland to top awards



delicious MAGAZINE

Drink of the month

Like the new William Chase, this one makes an excellent companion to the original of Herefordshire gin and vodka - farmers that grow the spuds that don't bludgeon your taste buds one bit. Chase Vodka is made from potatoes grown on the farm of William Chase in Herefordshire. The vodka is made and bottled in Hereford. Potatoes are said to give Chase a smooth, creamy, subtle if, more than

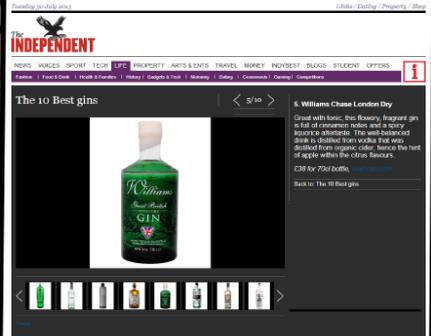
THE INDEPENDENT TUESDAY 18 FEBRUARY 2014

IndyBest > Food & Drink

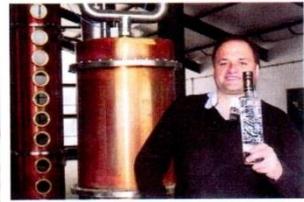
Nectar of the Gods: 10 best vodkas



6. Williams Chase (London Dry)
Distilled with organic, free-range, fragrant gin is full of character, notes and a spicy, peppery edge. The well-balanced drink is bottled from vodka that was distilled from organic, cold-pressed the best of apple within the citrus Raucous.
£28 for 75cl bottle,
Back to the 10 Best page



BUSINESS | ENGLISH VODKA



"THE POTATOES GIVE A SIMILAR CONSISTENCY TO A FINE WINE"



Chase Vodka is made from potatoes grown on the farm of William Chase in Herefordshire. The vodka is made and bottled in Hereford. Potatoes are said to give Chase a smooth, creamy, subtle if, more than

THE INDEPENDENT

Chase Original

Made using potatoes grown on a family farm in Herefordshire, Chase is the only single-estate distillery in the country, meaning that they do absolutely everything from growing the potatoes to distilling to hand-bottling on-site. In 2010 their vodka was crowned 'The World's Best' at the San Francisco World Spirit Awards. £22.50, chaseastillery.co.uk

DISTILLERY TOURS

Visit Chase Distillery and see for yourself the only truly single-estate distillation process in the UK. This unique tour and tasting experience will unlock some of the secrets and skills that go into creating our award-winning range of premium Chase spirits.

Starting with the farm, by literally stepping outside the front door onto our rolling potato fields and cider apple orchards you can see the raw ingredients that go into making each of our spirits.

From there you will go on to see everything from our traditional mashing, fermenting and distilling processes, to our bottling line, where every bottle is still filled and sealed by hand.

“If they farmed potatoes in Knightsbridge it would look something like this”

Andy Lynes, The Metro

After the tour you’ll head back to the Chase Bar to enjoy a tutored tasting of our range of award-winning products, and if there’s something that takes your fancy, you can pick up a bottle at our boutique distillery shop.



VERZON HOUSE HOTEL

William and Kate Chase own the Verzon House Hotel, a stunning country house hotel set within five acres of beautiful Herefordshire countryside and just a short drive from Chase Distillery.

Following a tour of our farm and distillery we invite our guests to complete the Chase experience by enjoying a range of delicious seasonal cocktails and produce sourced no further than a 30 mile radius of the hotel, including beef from our own pedigree Hereford cattle.

“At the Verzon we are all about championing local produce, from our pedigree Hereford beef through to our locally brewed beer.”



Guests are invited to stay for the evening in one of the luxury bedrooms, equipped with first class facilities and modern comforts; everything that you'd need for a perfect relaxing stay.





Chase
VODKA