

MEDIA RELEASE

TUESDAY 24th AUGUST 2021

New Australian Gin Grows from Australia's National Botanic Gardens during Lockdown

Canberra's award-winning distillery - [Underground Spirits](#) has today released a new limited edition gin on the Australian market, the second edition of their popular Ad Crescendum Gin, a collaboration with the [Australian National Botanic Gardens](#).

Known as **Ad Crescendum var. Flosferam** this new gin features some of the Garden's best known and loved Australian natives. This edition follows on from a successful collaboration in 2020 with the Australian National Botanic Gardens (ANBG) launched for their 50-year anniversary.

Collaborating with the gardens means Underground had access to deep botanical knowledge which aided the selection, foraging and handpicking of the botanicals that went into this year's recipe. When trying to find the 'true taste of Australia' in the gardens, Underground couldn't go past the new Banksia Garden.

Experimenting with a wide variety of botanicals, the finished gin landed with some really special native specimens like *Banksia ericifolia* (Red Cluster, Heath Leaved Banksia), *Austromyrtus dulcis* (Midgen Berry), *Brachychiton populneus* (Kurrajong) and *Corymbia citriodora* (Lemon Scented Gum). This collaboration speaks to the wonder of the Australian National Botanic Gardens, and the many different plants that call Australia home, with the gin taking you on a journey through the garden and Australian flora.

Of importance to Underground Spirits, part of the profits from this gin help support native plant conservation activities by the Gardens.

"It's been amazing to taste the final product. It really is an amazing interpretation of what the Gardens' Banksia Garden tastes like and that's not a sense that you instantly consider when you're visiting the gardens. Most people are content to look, smell and touch what's growing at the foot of Black Mountain – now with this Gin, you can taste it as well," said Underground Spirits' CEO, Claudia Roughley, who shared her excitement around the new product as it was released today to the public.

"Gin is growing in popularity across the country and there is a real movement to find true Australian tastes and recipes that no one else can replicate and quality that can't be copied. And that is what Ad Crescendum has become for us.

"Having access to the nation's leading botanic garden, its plants and its talented Horticulturalists has really given us all the ingredients to authentically produce a taste of the Australian bush. And it's a taste that is a world first – there's no native Banksia inspired Gins anywhere on the market right now, and we're proud to be trail blazing in this space with the Australian National Botanic Gardens team"

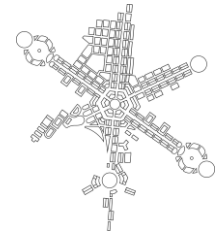
The first time this gin project launched in Canberra in late February 2020 the nation was coming out of its worst ever bushfire season, the gardens had been devastated by a catastrophic hailstorm and was unknowingly heading into the pandemic.

"This time around we are 'launching in lockdown'. This might seem a bit strange to some, but for our biggest fans and loyal customers, they told us don't want to wait any longer – they are keen to get their hands on it at home, and to start making their own iso-cocktails. We can't wait to see what our friends across Australia do with this gin" Claudia concluded.

Ad Crescendum var. Flosferam is now on sale online direct from [Undergroundspirits.com.au](#) and at other speciality independent liquor retailers and bottle shops.

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underground spirits canberra



Background

Part of the proceeds from every bottle go back to the Australian National Botanic Gardens for their conservation work and continued projects, including the [National Seed Bank Project](#).

The goal of this collaboration is to help Australians discover and learn more about native plants in a different way - through the art of gin making, to make people aware of the gardens in Canberra, and to introduce a new market to conservation and Australian botanicals in a different way.

Ad Crescendum Native Gin was created with specially foraged native botanicals from The Australian National Botanic Gardens Canberra. This fruitful collaboration between the gardens and Underground Spirits has grown to discovering botanicals that are native to Australia, like intricate and complex banksias that are quintessentially representative of our Australian flora and an important part of conservation at the gardens.

What the name means: **Ad Crescendum “To Grow” | var Flosferam – “Wildflowers”**

Wild – What grows in our environment and is native to Australia’s flora.

Flowers – Beauty of the banksia flower and its distinct flavour, and the flowers that grow in the garden.

Tasting notes: The nose is crisp and piney. A soft bright herbaceous beginning, with delicate floral notes across the tongue. Slight umami. Leads to rich sweet bush honey notes to finish. There is a lot happening in this gin.

Retailers: Nationally - available online at undergroundspirits.com.au

In limited release locally: Prohibition Bottleshop in Kingston, Canberra Region Visitors Centre And other speciality liquor stores in Canberra.

RRP: \$95 – 700ml

Varieties of botanicals:

- Juniper
- Coriander
- Angelica Root
- *Banksia Ericifolia* (Red Cluster, Heath Leaved Banksia.)
- *Banksia Oblongifolia* (Fern Leaf, Dwarf or Rusty Banksia.)
- *Banksia Spinialosa* (Hairpin Banksia.)
- *Austromyrtus Dulcis* (Midgen Berry) Berry tastes sweet and peppery. Threatened Species found from northern NSW to central QLD.
- *Brachychiton Populneus* (Kurrajong) Seed pod is roasted to remove the seed. Tastes like popcorn.
- *Chamelaucium Uncinatum* (Cascade Brook, Geraldton Waxflower) Has a citrus flavour.
- *Syzygium Canicortex* (Yellow Satinash) Produces a small red berry.
- *Corymbia Citriodora* (Lemon Scented Gum) Leaves have a eucalypt, citrus taste.
- *Syzygium Paniculatum* (Magenta Lilly Pilly) Produces a small red fruit, with sour apple flavours.
- *Citrus Australis* (Dooja, Australian Lime) Produces small fruit with acidic, unique citrus flavour.