



# Taranaki's Goddess of Gins

**Juno Gin launched just six months ago and it's already becoming a true Taranaki success story.**

Words and photos by Strategy Collective.

Juno is the handiwork of husband-and-wife duo Jo and Dave James. They met at primary school in New Plymouth and two years ago, this unassuming couple, left their careers and combined their science backgrounds and passion for gin to start dreaming and experimenting to craft their ideal gin.

"I love gin," says Jo. "It's been a favourite drink of mine since I was a teenager and I've always loved to cook. So, what we're doing with Juno is like a recipe for happiness—we're able to play with flavour and create a product that I genuinely love."

Taranaki provides them with an ideal gin distiller's playground as they source almost all of their botanicals (the plants used to flavour the alcohol) locally. "We use Taranaki mountain water and a citrus orchard is being established here in Taranaki," explains Dave. "Our Orris Root comes from Hawke's Bay, coriander seed from the Wairarapa, and we work with a limery on the East Coast."

In April 2017, Jo and Dave launched their Extra Fine signature range gin. It has been a huge hit, but, on top of this, every season they allow their creative energies to roam free and explore seasonal flavour profiles in order to release limited edition seasonal gins.

Their recently released Spring edition combines Tahitian lime blossom with gorse flower and lemons, creating a vibrantly fresh gin that exudes the lively spirit of spring in the South Pacific.

It's this blank canvas for artistically creating flavour profiles that excites Jo and Dave. Dave explains that this expression also extends to the consumer: "The opportunity for gin is that you have a spirit that has these wonderful nuances in flavour which makes it more accessible across the population range. There's more opportunity to mix it with more things."

Industry statistics point to a global explosion in gin consumption. Some are

calling gin the new craft beer. Juno feel proud to be leading the way in creative expression in New Zealand's gin industry and their success isn't going unnoticed. Juno won the Brand and Marketing Award at the recent TSB Taranaki Chamber of Commerce Business Excellence Awards and the packaging, designed by Craig Jones of Strategy Collective, was a finalist at this year's prestigious Best Awards (The Designers Institute of New Zealand annual awards).

The intricately designed bottle captures the idea of the divine descending to earth, intertwining the spiritual with the natural. Locals have always known that Taranaki is somehow touched by the heavens, so, in a sense, Juno is just picking up where mother nature has left off.

Juno Gin has special Christmas gift packs available and, for those interested in immersing themselves in the full Taranaki gin experience, Juno have released their Juno Gin Club where members are sent seasonal gins upon release date along with food and cocktail recipes to match.

Be sure to sample Taranaki's goddess of gins these holidays.

**Order yours: [junogin.co.nz](http://junogin.co.nz)**

Use the code "livetaranaki" for free postage (on orders over \$40).