



**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

**THE NEWEST GIN ON THE BLOCK: MYSTIQUE GIN – A SPIRIT OF NATURE,
MYSTERY, AND REFINED CRAFT**



Premium London Dry Gin Defined by Distinct Character and Exceptional Distillation

SINGAPORE, 2 December 2025 – Mystique Gin makes its official debut in Singapore, inviting discerning drinkers to experience a spirit defined by nature, craftsmanship and quiet luxury. As the brand enters the market, it offers more than a new label on the shelf — it presents an invitation to discover a refined yet understated drinking experience.

Born from the founders' love for the lush landscapes of their youth and expertly distilled in the United Kingdom, Mystique invites drinkers into a world where purity meets complexity, and every sip reveals the artistry of botanical balance. Each pour embodies the mystique of nature's finest ingredients, skillfully combined to intrigue the palate and enrich the drinking experience.

Blending classic botanicals with nature-inspired ingredients, this premium London Dry Gin delivers a smooth yet intriguing profile that appeals to those who value authenticity and simplicity. It features lemon peel, caraway seeds, moringa leaves, kaffir lime

leaves, and subtle hints of rosemary — creating a crisp, layered taste that is both modern and timeless.

At the heart of Mystique's brand identity stands a mythical figure — a goddess of nature who symbolises the spirit's essence. Rooted in lush greenery, she embodies Mystique's allure: a harmonious balance of nature and sophistication, simplicity and depth. This philosophy extends from the flavour composition to the bottle design, which features a minimalist silhouette with refined detailing to mirror the spirit's quiet elegance.

"Mystique Gin is meant to be enjoyed by everyone, yet made to stand apart," says **Jose Jeuland, Founder of Mystique Gin**. "It is a premium gin that speaks for itself — no frills, no complications. Just an invitation to enjoy it neat or as the perfect gin and tonic. This spirit was born from the desire to demystify gin, where less is more, so I created a drink as approachable as it is enchanting."



Professional bartenders and spirit enthusiasts have been impressed by Mystique Gin's exceptional smoothness and its remarkable versatility, making it an ideal foundation for a wide range of sophisticated cocktails. Whether enjoyed neat, in a classic Gin & Tonic, or as the base for a crafted cocktail creation, Mystique Gin delivers a refined drinking experience — understated, elegant and truly unforgettable. Each bottle is a tribute to nature's artistry and the timeless allure of good taste."

Launch Offer (Limited Time Only):

Mystique Gin is now officially available for purchase. For a limited launch period, the 700ml bottle is priced at SGD \$108 (regular price SGD \$125), and the 200ml bottle is available for SGD \$45 (regular price SGD \$55). All purchases can be made exclusively through the brand's official online store: mystiquegin.com.

Adding to its debut, The Westin Singapore has been designated as the first official venue in Singapore to exclusively feature Mystique Gin. Guests can now enjoy the spirit, available by the glass or bottle, at the hotel's Lobby Lounge — a recognised Gin Destination.

The Westin Singapore:

<https://www.marriott.com/en-us/hotels/sinwi-the-westin-singapore/overview/>

Lobby Lounge: <https://www.lobbyloungesingapore.com/>

About Mystique Gin

Mystique Gin is more than just a spirit; it is an invitation to a refined drinking experience. Born from a desire to elevate the classic gin, Mystique is crafted using a meticulous selection of fresh botanicals. Each botanical is carefully chosen to complement the others, resulting in a harmonious blend of intriguing and refreshing flavours. Blending rosemary with juniper berries and ground ginger, the gin is a mysterious treat for the senses.

Recognising the potential for a more elegant gin, Mystique was born. Distilled in the United Kingdom, this spirit is designed to be savoured neat or on the rocks. Its balanced flavour profile, with subtle hints of herbs, makes it a versatile spirit that can be enjoyed in a variety of cocktails or simply relished on its own.

Instagram: <https://www.instagram.com/mystique.gin/>

Website: <https://mystiquegin.com>

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