



BLACK SHUCK

SHARE THE LEGEND

Black Shuck Schnapps

Schnapp it. Share it. Shake it. Shuck it.

BLACK SHUCK SCHNAPPS
20%vol

The Black Shuck Schnapps collection allows customers to share an experience, have some fun and truly savour the moment.

Each flavour has been cleverly developed with fun, taste and flexibility in mind.

Enjoy them neat as a Schnapp Shot, with a mixer as a Long Shot or as the key ingredient in your favourite cocktail.



20%vol

Signature flavours

Strawberry & Lime
Pineapple & Coconut
Passion Fruit & Lime
Banana & Toffee



Available in
70cl, 35cl, 5cl

Black Shuck White Label Gin

Share the Legend



BLACK SHUCK GIN
43% vol

Black Shuck Gin is strong and yet smooth, traditional and yet contemporary, complex and yet balanced. It has lightly floral notes from the Norfolk lavender followed by warm sweet fruity tones from the Sea Buckthorn and Bitter Orange Peel. It is cut to a final bottling ABV of 43%

Inspired by Norfolk, its silky character echoes the sweeping beaches, meandering inland waterways and easy-going lifestyle. Whilst its fresh, lilac tones are reminiscent of the big skies, the contrasting vibrant bursts of fiery orange reflect Norfolk's timeless natural beauty.

Serving suggestion

Pair with
Fever Tree Indian Tonic
Garnish with Orange Zest

43%vol

Signature botanicals

Norfolk
Lavender and
Sea Buckthorn

Available in
70cl, 35cl, 5cl

Black Shuck Passion Gin

Share the Passion

BLACK SHUCK PASSION GIN
43%vol

Black Shuck's Passion Gin is the culmination of a two-year labour of love and creativity.

It goes without saying that this sophisticated Gin has been distilled with an abundance of patience, precision and of course Passion.

At 43% vol Passion Gin has both strength and complexity.

Distilled with fifteen botanicals, including Passion Fruit, Grapefruit, Lime Flower and Elderflower, Passion Gin delivers a taste sensation to intrigue and excite the palate.

Serving suggestion

Pair with
Fever Tree Elderflower Tonic
Garnish with Grapefruit and
Blueberries



43%vol

Signature botanicals

Passion Fruit,
Elderflower, Lime
Flower and
Grapefruit



Available in
70cl, 35cl, 5cl

Black Shuck Whirlybird Gin

Share the History



BLACK SHUCK WHIRLYBIRD GIN 41%vol

Whirlybird Gin (that's an ancient Norfolk word for helicopter, if you didn't know) is a limited-edition gin with a special mission: to raise funds for the East Anglian Air Ambulance.

The unique, up front, blueberry and citrus notes of Whirlybird Gin are lengthened with the traditional juniper, orris root and coriander seeds all carried home with the warming tones of maple, cassia bark and nutmeg.

Serving suggestion

Pair with Fever Tree Mediterranean Tonic or Fever Tree Aromatic Tonic. Serve over plenty of ice in a Black Shuck Copa De Balon glass. Garnish with a slice of lime and a few blueberries.

41%vol

Blueberry
and
Maple



Available in
70cl, 5cl

Signature botanicals

Black Shuck Pink Grapefruit Gin

Share the Experience



BLACK SHUCK PINK GRAPEFRUIT GIN 43% vol

Black Shuck Pink Grapefruit Gin has been distilled with traditional botanicals including Juniper, Angelica and coriander alongside plenty of plump pink grapefruits.

Serving suggestion

Pair with Fever Tree Aromatic Tonic. Garnish with a slice of Pink Grapefruit.

43%vol

Juniper,
Angelica
& Pink
Grapefruit



Available in
70cl, 35cl, 5cl

Signature botanicals

Black Shuck Blush Gin

Share the Secret

BLACK SHUCK BLUSH GIN

41% vol

Black Shuck Blush is subtle and sophisticated. It's beautiful colour and enchanting flavours have been created naturally through the infusion of real fruits including Rhubarb and Strawberry. Black Shuck Blush Gin is a seasonal special and is therefore not available all year round.

At 41% ABV Black Shuck Blush is delightfully fresh and a little bit fruity whilst maintaining its premium strength.

Serving suggestion

Pair with Fever Tree Mediterranean Tonic
Serve over ice
Garnish with Fresh Strawberries



41%vol

Signature botanicals

Rhubarb
and
Strawberries



Available in
70cl, 35cl, 5cl

Black Shuck Cacao & Pistachio Gin

Share the History



BLACK SHUCK CACAO & PISTACHIO GIN 43% vol

Cacao and Pistachio Gin takes the Black Shuck range in a new direction with a distinctly different and unique recipe.

Traditionally distilled at the Black Shuck Distillery in Fakenham, the signature botanicals of cacao and pistachio alongside the ever present juniper give a divine mouthfeel.

The rich, delicate chocolate notes are carefully balanced with pistachio and lime to give a fresh, citrusy lingering finish.

Serving Suggestion

Pair with Fever Tree Light or Indian Tonic.

Serve over ice and garnish with a wedge of lime.

43%vol

Signature botanicals

Cacao,
Pistachio
and Lime



Available in
70cl, 35cl, 5cl

Black Shuck Ignite Gin

Share the Strength

BLACK SHUCK IGNITE GIN
57.15% vol

At 57.15% abv Black Shuck Ignite delivers a Gin that is outrageously smooth and unapologetically bold. The ever-present Juniper is balanced with the warming Sea Buckthorn and citrus notes. Ignite Gin is perfect for sipping.

During the 18th century, legislation was passed requiring every British Naval ship to carry on board a quantity of Gin for medicinal purposes. To ensure the navy was not being overcharged for watered down spirits the purser would test the alcoholic strength by adding a few grains of gunpowder to the spirit. If the compound just ignited it was taken as 'proof' that the spirit was at the correct strength. If the Gin was 'underproof' it would fail to ignite and if it was 'overproof' it would explode with a bang.

Serving suggestion

Sip neat over ice



57.15%
vol

Signature botanicals

Juniper
and
Sea Buckthorn



Available in
70cl, 35cl, 5cl

Black Shuck Sloe Gin

Life in the Sloe Lane



BLACK SHUCK SLOE GIN
27%vol

First bottled in 2012, Black Shuck's award winning Sloe Gin uses real Norfolk sloes steeped in Black Shuck Gin.

Serving suggestion

Sip neat over ice.
Add to Prosecco for a Shuck's Fizz
Pair with Fever Tree Ginger Ale

27%vol

Norfolk Sloes

Available in
70cl, 35cl, 5cl

Signature botanicals

Black Shuck Vodka

Share the Spirit



BLACK SHUCK VODKA
43% vol

Distilled from Sugar Beet, at 43% vol, Black Shuck premium strength Vodka retains the spirit's characteristic smoothness. Its velvety finish and sweet, vanilla tones make it equally suitable for sipping and mixing.

Serving suggestion

Chill your glass with several cubes of ice. Pour one measure of chilled Black Shuck Vodka and add three measures of Fever Tree Lemonade. Garnish with a slice of lime. For a refreshing twist replace the Lemonade with Ginger Ale

43%vol

Distilled from
Sugar Beet

Available in
70cl, 35cl, 5cl

Black Shuck Dark Rum

Share the Darkness

BLACK SHUCK DARK RUM
40%

40%vol

Barrel
Matured

This truly unique Black Shuck Dark Rum has been distilled, barrel matured, blended and bottled at the Black Shuck distillery in North Norfolk. It is dark and full flavoured with espresso, molasses and cacao notes lengthened with vanilla and caramel.

Serving suggestion

Try it neat or on the rocks to reveal the complex flavours fully. For a longer drink pair with Coca Cola but be warned, one will not be enough.



Available in
70cl, 35cl, 5cl



Black Shuck Honey Rum

BLACK SHUCK HONEY RUM LIQUEUR
24% vol

24%vol

Infused
with
Norfolk
Honeys

Black Shuck Honey Rum uses a blend of Norfolk Honeys infused with Black Shuck White Rum to create an exquisite liqueur that can be enjoyed neat over ice or with a mixer. At 24% abv it is sure to prove a welcome addition to any cocktail cabinet too.

Serving suggestion

Pair with Fever Tree Ginger Ale.
Garnish with a slice of lemon



Available in
70cl, 35cl, 5cl



Black Shuck Spiced Rum



BLACK SHUCK SPICED RUM
40%vol

The finest Caribbean Rum has been redistilled and blended at the North Norfolk Distillery, with a unique collection of botanical spices. The result is a smooth rum which comes to life with warm spicy notes of cinnamon and ginger softened by rich tones of caramel and vanilla with a subtle citrus finish.

Serving suggestion

Pair with Fever Tree Ginger Ale and garnish with an orange wedge.

40%vol

Cinnamon
Ginger &
Orange

Available in
70cl, 35cl, 5cl

Black Shuck White Rum



BLACK SHUCK WHITE RUM
40% vol

Black Shuck White Rum has a creamy finish. The nutty tones of this super smooth white rum make it simply beautiful over ice, combined with a mixer or in your favourite cocktail.

Serving suggestion

Pair with Fever Tree Madagascan Cola with a lime wedge garnish. Serve in a Black Shuck Tumbler over plenty of ice.

40%vol

Super
smooth
white
rum

Available in
70cl, 35cl, 5cl

Black Shuck Miniature Gift Sets

MINIATURE GIFT SETS

The Black Shuck Gin Miniature Gift set contains 3 x 5cl miniature bottles as follows

- Black Shuck Gin 43% vol
- Black Shuck Ignite Gin 57.15% vol
- Black Shuck Passion Gin 43% vol

The Black Shuck Liqueur Miniature Gift set contains 4 x 5cl miniature bottles as follows

- Black Shuck Blackcurrant Rum 24% vol
- Black Shuck Raspberry Vodka 24% vol
- Black Shuck Plum Brandy 24% vol
- Black Shuck Sloe Gin 27% vol

The Black Shuck Rum Miniature Gift set contains 3 x 5cl miniature bottles as follows

- Black Shuck Spiced Rum 40% vol
- Black Shuck White Rum 40% vol
- Black Shuck Honey Rum 24% vol



Black Shuck Liqueurs



BLACK SHUCK LIQUEURS

Black Shuck Liqueurs are traditionally made with the finest spirits and locally sourced fruit.

Black Shuck Raspberry Vodka Liqueur
24% vol

Black Shuck Plum Brandy Liqueur
24% vol

Black Shuck Blackcurrant Rum Liqueur
24% vol

Black Shuck Damson Port Liqueur
15% vol



Available in
70cl, 35cl, 5cl



Black Shuck Glasses & Bar Accessories





BLACK SHUCK COPA GLASSES

The Copa De Balon Glass dates back to the 1700s in the Basque region of Northern Spain.

The Copa Glass is designed to capture the aromas of the Gin to enhance the taste. Furthermore the large bowl also allows for plenty of ice to keep your drink cool whilst the shape prevents the ice from melting too quickly.

The Black Shuck Copa De Balon Gin Glass is the perfect serve for Black Shuck Gin and Black Shuck Cocktails.

63cl / 22oz

Available individually or as part of a Gift set.

BLACK SHUCK COASTERS

A collection of 25 round and square Black Shuck Coasters with serving suggestions and cocktails.





The Legend of Black Shuck

Black Shuck is the name given to a ghostly black dog which, according to legend, has roamed the English countryside for hundreds, if not thousands, of years. Not surprisingly, there are probably as many variations of the legend as there are varieties of Gin.

No-one knows for sure where Black Shuck came from. Some believe that Black Shuck has its origins in Norse mythology and that he accompanied Norse god Thor to Great Britain on the Viking long boats thousands of years ago. Others believe that a Danish fisherman, a Saxon fisherman and a black dog got into trouble whilst out fishing. The body of the Danish fisherman was washed up on the shore at a place named Beeston, while the body of the Saxon washed up 6 miles along the coast a village called Overstrand. Legend claims that the dog, Black Shuck, has roamed the coastline in between looking for his friends and masters ever since.

It has been suggested that Sir Arthur Conan Doyle took inspiration from Black Shuck when writing the classic thriller, Hound of the Baskervilles. In 1901 Sir Arthur returned from South Africa suffering from Typhoid Fever. Whilst recovering, he and his companion, Bertram Fletcher Robinson, took a golfing holiday in the East of England. They stayed at the Cromer Links Hotel and visited Cromer Hall where Doyle and Robinson, a collector of strange myths and local legends, would undoubtedly have heard chilling tales of the fearsome Black Shuck.

Many sightings of Black Shuck have been recorded. Whilst some claim that the ghostly spirit dog, with its huge red eyes, acts as a protector of lone women walking along the coast paths at night, other firmly believe that the legendary hound is a bad omen. However, a measure of Black Shuck Gin is said to fill you with enough good spirit to keep any bad spirits at bay!