



WAIHEKE
DISTILLING CO.

ISLAND
SPIRIT.

AWARD-WINNING, NEW ZEALAND
ARTISAN SPIRITS INSPIRED BY NATURE



HE REO PAKI, HE AHUREA MŌU.

OUR STORY, YOUR EXPERIENCE

Waiheke Distilling Co. is a multi-generational, family-owned and operated, award-winning boutique distillery, located at the more remote eastern end of Waiheke Island.

We have been honoured to receive many international and domestic accolades across our premium spirit range. It has been a privilege to showcase New Zealand native botanicals on a global stage and to draw on the rich legacy and terroir of Pikau Bay, the original home of hospitality on the island. Waiheke's first ever hotel, built in the 1890's, was situated in the bay below us.

Set on a ridge above Pikau Bay, looking out to the Hauraki Gulf and to the Coromandel beyond, and with arguably one of the best views on the island, it's no surprise that tourists flock to our garden bar and distillery. Nearly seventeen thousand guests visited us this past year.

Celebrated in Lonely Planet's prestigious 'Dream Trips of the World', our distillery embodies sustainable tourism and deep customer connection.





The earliest recording of the name Waiheke was in 1820 on a map. Wai meaning water; Heke meaning to ebb, drip, trickle or descend. Waiheke thus meaning "The descending waters" or 'the trickling waters,' Pikau means "to take care of," former pastureland has been painstakingly converted into a thriving botanical garden that is the inspiration behind our bespoke botanical blends and perfect serves.

Waiheke Distilling Co. has a strong sustainability ethos. We are solar-powered, our art-forward bottles have been designed to encourage re-use and we invest in attractive biodegradable giftbox packaging. Our artisan spirits, all distilled and bottled on-site, have been crafted to reflect the remarkable beauty of Waiheke Island, Aotearoa, and to transport you to this pristine part of the world.

BE PART OF OUR STORY,
...COME JOURNEY WITH US!

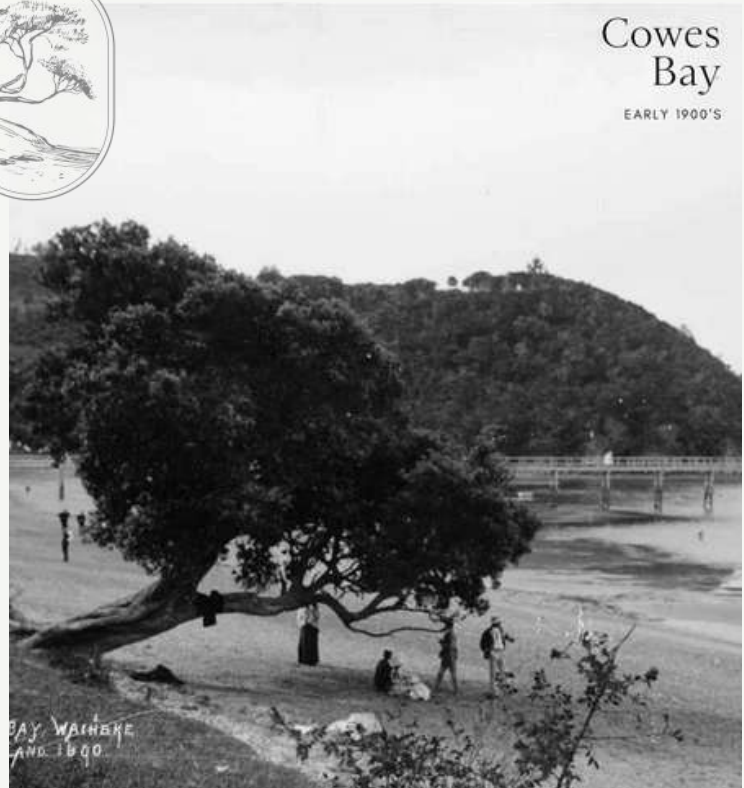
HE REO PAKI, HE AHUREA MŌU.



HE REO PAKI, HE AHUREA MŌU.

OUR VALUES, YOUR CHOICE

- Honour the legacy of our place, home to first hotel ever built on Waiheke.
- Respect in craft, the perfect blend of aroha (love), art and science.
- Deliver an exceptional customer experience, wherever you are in the world.
- Curating 'clean' spirits in a sustainable and meaningful way.
- Care and kindness for oneself, others and the land.
- Be courageous, Be authentic, Be contemporary
- Create a culture where our people and those who cross our path, will thrive.
- Showcase New Zealand's pioneering spirit and unique native botanicals to the world.



This windswept Pohutukawa tree, situated in the bay below us and photographed in the early 1900's, is the inspiration behind our company brand and signature gin. This gorgeous, majestic tree is still there today.

ISLAND
SPIRIT.

PRODUCT PORTFOLIO

BESPOKE GIN COLLECTION

50ml | 200ml | 500ml | 700ml | 5 litres

VODKA COLLECTION BOTANICAL & PURE

50ml | 700ml | 5 litres

UNCHARTERED

LIMITED EDITION BARREL-AGED GIN
500ml

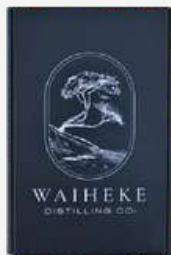
ARTISAN RTDS

250ml Single | Four Pack |
6 x 4 pack Case

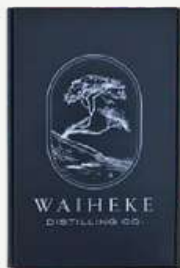
GIFTSETS

3 X 200ml Gin Giftset, 3 x 50ml gin and vodka
giftsets





SPIRIT OF WAIHEKE
SIGNATURE GIN



RED RUBY
JEWEL OF THE COLLECTION



WAIHEKE DRY
BARTENDERS' ACE



HORIPITO SPICE
GOLD STANDARD



KAWAKAWA SUMMER
LOCALLY FORAGED



HIBISCUS HONEY
COPPER POT DECADENCE



12 TIDES
SMOOTH PURE VODKA

ISLAND SPIRIT

BESPOKE GIN COLLECTION



SPIRIT OF WAIHEKE

SIGNATURE GIN

Embrace the land, wind and sea with this contemporary London Dry. Crafted to reflect our coastal location.



RED RUBY

JEWEL OF THE COLLECTION

Bursting with organic cherries bespoke and decadent. All natural flavours with no additives.



WAIHEKE DRY

BARTENDERS' ACE

Our Island take on a traditional London Dry. Discerning, classic and versatile.

SPIRIT OF WAIHEKE

50ml | 200ml | 500ml | 700ml | 5 litres

*Embrace the land, wind and sea with this contemporary dry gin.
Crafted to pay homage to its island provenance with a coastal
freshness on the nose.*

Distilled with 11 botanicals including giant kelp, citrus and a hint of Cardamom. Approachable and smooth, with a clean, lingering finish and subtle lime.

Perfect with a Mediterranean or Elderflower tonic and a twist of lime, or with a sprig of rosemary and a lemon wedge for a more savoury alternative.

AWARDED



42% ABV

Signature cocktails - Pink Lady, Vesper, Lychee Martini



RED RUBY

50ml | 200ml | 500ml | 700ml | 5 litres

An infusion of pressed New Zealand cherries with an otherwise dry gin, results in a truly unique drop that is the perfect refreshment on a hot summer's day or savour straight on the rocks for a year- round treat.

Bursting with sweet cherry juice and a hint of juniper on the nose. Smooth, slightly floral, with subtle sweetness, orange and warm spiced cinnamon on the palate.

Pair with Blood Orange Soda for a light and refreshing serve or try Aromatic or Elderflower Tonic.

AWARDED



42% ABV

Signature cocktails - Negroni, Gin Spritz, Ruby Sour



WAIHEKE DRY

50ml | 200ml | 500ml | 700ml | 5 litres

Our island take on a traditional London Dry.

Juniper forward yet distinguished by the inclusion of pink peppercorn, Macadamia and Seville orange.

Targeting a discerning G&T audience looking for a premium and versatile gin for their perfect end of day serve, or favourite gin-based cocktail. A mixologist's favourite.

AWARDED



42% ABV

Signature cocktails - Gin Gin Mule, French 75, Classic Martini



UNCHARTERED

BARREL-AGED LIMITED EDITION GIN SERIES

500ml | Limited Edition

For treasure-seekers, adventurers, collectors, and connoisseurs.

Uncharted's story is about crafting a premium spirit that has been curated within hand-selected wine barrels from Waiheke's world class vineyards to capture our island provenance.

Our last release won a Double Gold at the 2024 New Zealand Spirit awards. This latest release, our award-winning gin meticulously aged in Stonyridge Larose French oak barrels.

Fragrant notes of blackcurrant, cherry, and plum that echo the wine's Bordeaux heritage intertwine against a juniper backdrop. Spiced caramel, vanilla pod and sweet oak undertones add depth and complexity. Well-balanced and intense, with a lingering warm finish.

Perfect neat, over ice, to let the complex flavours reveal themselves - or savour with a dash of premium tonic.

52% ABV, small-batch, hand-numbered bottles



ISLAND SPIRIT

ARTISAN RTD's



SPIRIT OF WAIHEKE

ARTISAN G&T

Anchored on our signature gin, distilled with botanicals, giant kelp and citrus. Perfectly paired with an island inspired subtle and dry tonic.

Embrace the land, wind and sea with every sip.
Sold in cases of 6 x 4 Packs



JEWEL OF WAIHEKE

ARTISAN GIN & SODA

Based on our exotic organic cherry Red Ruby Gin and a refreshing blood orange soda.

Savour a Waiheke Summer.
Sold in cases of 6 x 4 Packs



An exciting and convenient way to introduce our artisan products to a broader range of discerning customers.

Our approach has been to hero our bespoke gins and focus on simplicity of ingredients. At 7%, they are a premium RTD, aimed at discerning G&T drinkers looking for a perfect serve. Conveniently packaged in striking insta-worthy 250ml slimline cans.

Perfect for the boat, poolside, picnics, outdoor events and for tourism and travel providers. The ideal solution for time-pressured bar staff and luxury hotel mini bars.

Premium convenience that doesn't compromise a perfect serve.

These artisan RTD's have proven hugely popular on Fullers360, Sealink and Island Direct ferries, where we have successfully demonstrated our understanding of the tourism market and our ability to meet their 'just in time' delivery requirements.

A recent assessment of our artisan RTD's by London based International Drinks Specialists scored these products both 94 out of 100.



ISLAND SPIRIT

BOTANICAL VODKA COLLECTION



HORIPITO SPICE

GOLD STANDARD

Celebrating New Zealand's native pepper plant. Spice and sass paired with the zest of fresh lime.



KAWAKAWA SUMMER

LOCALLY FORAGED

Native medicinal Kawakawa with hints of navel orange and cinnamon. Warm and approachable.



HIBISCUS HONEY

COPPER POT DECADENCE

Luscious, velvety local florals
Honeyed and floral

HOROPITO SPICE VODKA

50ml | 500ml | 700ml | 5 litres

This distilled premium botanical vodka balances Aotearoa's native bush pepper with the zest of fresh lime, and subtly layered pink peppercorn, delicately softened with creamy macadamia.

Awarded 92 out of 100 in the London Spirit Competition 2023, judges commented "A vodka with flavours and aromas of fennel, aniseed, juniper and vanilla on nose and palate with a smooth finish"

Pair with Lime and Yuzu Soda to elevate the zest, garnish with olive or enjoy on the rocks.

AWARDED



40% ABV

Signature cocktails - Dirty Martini, Spiced Bloody Mary



HIBISCUS HONEY VODKA

50ml | 500ml | 700ml | 5 litres

Luscious, velvety and floral botanical vodka with a delightfully elegant New Zealand native Pohutukawa honey bouquet.

Decadent but sugar free, straight from our copper pot. The coastal Pohutukawa tree is synonymous with a New Zealand Christmas. Lemongrass inspiration from our garden balances the delicate floral notes. Kew Garden's botanical illustrator and Waiheke resident, Sue Wickison, has designed these collector-worthy bottles.

Enjoy with a premium soda or pair with a delicious citrus soda.

AWARDED



40% ABV

Signature cocktails - Hibiscus Sunrise



KAWAKAWA SUMMER VODKA

50ml | 500ml | 700ml | 5 litres

An exceptionally crafted botanical vodka embodying the soft warmth of summer.

Native New Zealand Kawakawa, which thrives on the island, is heroed alongside sweet navel orange which tempts the nose and enthralls the palate. This is rounded out with delicate layers of cinnamon. The addition of macadamia delivers a silky, smooth mouth sensation.

Pair with citrus sodas; blood orange, pink grapefruit or wild raspberry or enjoy with Elderflower Tonic.

AWARDED



40% ABV

Signature cocktails - Waiheke Nights



12 TIDES PURE VODKA

50ml | 700ml | 5 Litres

Crafted on Waiheke island, where pristine waters meet lush shores.

A smooth, pure vodka with a clean, silky finish that lingers like sea spray on the breeze. Meticulously distilled in a 12 plate column copper still, each batch achieves a remarkable level of refinement.

The copper distillation process naturally removes impurities while preserving the spirit's delicate character, resulting in a vodka of uncommon smoothness and depth. From the pristine waters of Waiheke Island to your glass, 12 Tides captures the essence of coastal New Zealand in every sip.

Pair with citrus sodas; blood orange, pink grapefruit, lime & yuzu or wild raspberry.

40% ABV
Signature cocktail- Espresso Martini





OUR INGREDIENTS

WAIHEKE RAINWATER - Our Island Spirits are cut with rainwater collected from the property and filtered through reverse osmosis resulting in pure, clean island fresh water.

MACADAMIA - All our craft spirits are distilled with macadamia as part of the starting distillation process, which results in a luxuriant, creamy and silky-smooth finish.

GIANT KELP - Our signature gin, Spirit of Waiheke, has a distinctive coastal flavour courtesy of the renowned giant kelp botanical sourced from New Zealand's whale-watching capital, Kaikoura.

CITRUS - We hand peel and dehydrate delicious spray-free New Zealand lemons, limes, and oranges to deliver fresh citrus notes. None of the fruit is wasted; the juice is used in cocktails in the bar and pulp for composting.

CHERRIES - Our fresh 100% pure cherry juice is sourced from the South Island of New Zealand. The cherries used are highly prized for their delicious taste and health benefits, including as a sleep aid, and as a rich source of antioxidants.

KAWAKAWA - A beautiful New Zealand native with big heart-shaped leaves that thrive on Waiheke. Kawakawa has a spicy flavour and has long been used in teas and balms for its medicinal properties. Kawakawa is foraged from the property and surrounds.

HOROPITO - Our native bush pepper plant delivers a peppery punch. Traditionally, horopito was used medicinally for its analgesic and antibacterial properties. This native botanical captured the imagination of judges at the 2023 London Spirits Competition, earning a Best in Show by Country and a Gold medal for our Horopito Spice Vodka.

POHUTUKAWA HONEY - The Pohutukawa honey in our Hibiscus Honey vodka gets its distinct salty sweet and floral flavour from the bees that feast on local Pohutukawa flowers, which only flower for a brief summer period.

*Our ingredients are sustainably sourced, including using imperfect fruit to reduce waste. All our products are vegan-friendly, with the exception of Hibiscus Honey, due to the local Pohutukawa Honey.

GIFTING

Waiheke Distilling Co. bespoke gins and botanical vodkas make unique, luxury, storied gifts that will delight clients, friends and colleagues. Custom labelling options available on request

Gift an authentic slice of Aotearoa crafted from the shores of our most treasured island paradise, as an expression of your individuality. Our bespoke gins and botanical vodkas are available in attractive, sustainable gift box packaging that doubles as a secure postage box and comes with a pairing card and optional personalised gift card.

Our 3 x 200ml gin giftset is an impressive corporate gift, treating your clients to one of each of our award winning gins. Also available in 3 x 50ml mini giftsets



Corporate orders over 12 individual products qualify for 10% discount off retail and free delivery.
Quotes on orders of over 100 products available on request

CUSTOM LABELLING & ACTIVATIONS

Waiheke Distilling Co. offer bespoke labelling and experiential activations for premium brands

Ideal for corporate gifting, special occasions and luxury events. We want to partner with you. From in-depth training, in-store tastings, cocktail creation and compelling point of sale, our ethos is to support you to create memorable Waiheke moments and drive sales



Talk to us about brand partnerships, custom labelling and marketing support





CONSUMERS

Discerning and adventurous, our consumers prioritize quality, conscious consumption, and unique experiences. United by a passion for fine food, wines, and craft spirits, they are young at heart, urban, aged 25-55, with high discretionary incomes.

Waiheke Distilling Co. targets three main segments: Scouts, Discerners, and Industry Tastemakers.

SCOUTS

Curious and adventurous, Scouts balance busy careers and social lives. They love new trends, conscious consumption, and unique, storied brands reflecting their travel passion. Cocktails are a 'must' for these discerning Millennials and Gen Xers.





DISCERNERS

Craft spirit connoisseurs with a discerning gin palate. Sophisticated, successful and now enjoying a well-earned luxury lifestyle. Discerners are likely to have travelled extensively and resonate strongly with the natural beauty of our land and the relaxed, authentic hospitality values of our people. This segment have the desire and means to seek out premium, boutique brands that enhance life's celebratory moments. Skewed empty nesters with a rich, fascinating back story of their own.

INDUSTRY TASTEMAKERS

Hospitality is not just a career choice for these individuals it's a lifestyle that allows them to express their creativity, craft and delight their customers, friends and followers. These tastemakers seek out insider knowledge on the nuances of individual spirits and pride themselves on curating best-in-class, never tried before cocktails and beverage experiences. Their bar is their stage.





ISLAND
SPIRIT.



WAIHEKE
DISTILLING CO.

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