

The Story Behind Our Name

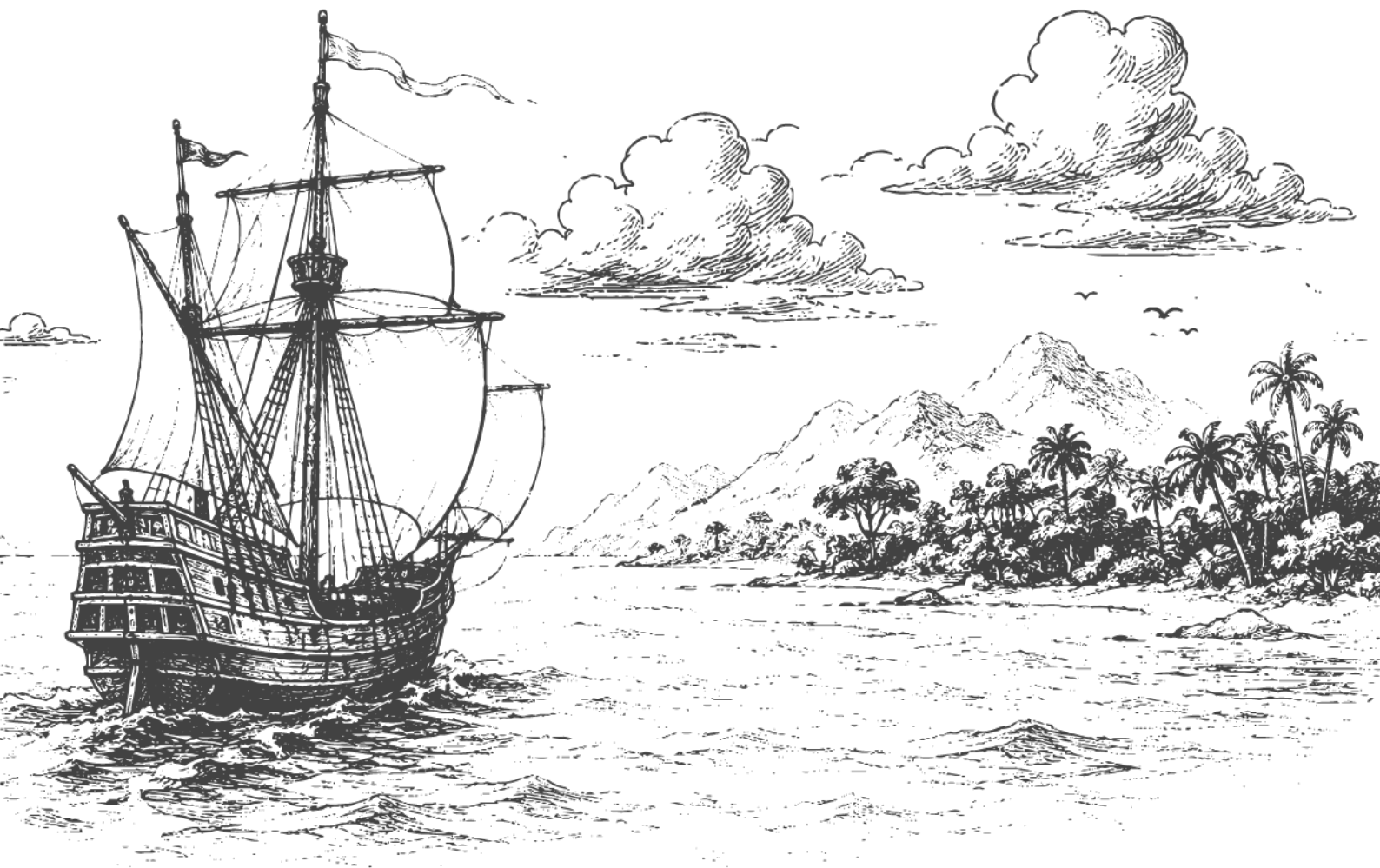


Every name has a beginning. Ours began long before East Indies Gin ever existed. The name East Indies dates back hundreds of years, during a time when much of the world was still being explored. In ancient Greek and Roman geography, the word "Indies" referred to the lands around the Indus River in present day India, which was considered the eastern edge of the known world

As European explorers sailed farther east in search of new trade routes, they arrived at the islands of today's Indonesian archipelago. To distinguish these islands from India, they became known as the East Indies, meaning the lands east of India.

What drew people here was not only the journey, but what they hoped to find. The islands were home to some of the world's most valuable spices. Nutmeg, clove, and mace grew naturally in the Maluku Islands, making them the only source of these spices for centuries. Their rarity made them highly sought after across Europe, the Middle East, and Asia. At one point, they were even worth more than gold.

The spice trade transformed the East Indies into one of the world's most important trading regions. Merchants, sailors, and explorers travelled thousands of miles to reach these islands, exchanging not only goods but also knowledge, cultures, and traditions along the way.





Today, that spirit of exploration continues to inspire East Indies Gin. Our name is a tribute to the Indonesian archipelago and the remarkable botanical heritage that first brought the world to these shores. Crafted with locally sourced botanicals, every bottle reflects the richness of Indonesia while celebrating the stories that continue to shape its identity.

For us, East Indies is more than a name. It is a reminder of a place that has inspired curiosity, connection, and craftsmanship for centuries, and continues to do so today.