Tour and Tasting Experiences at East London Liquor Company

We have a wide selection of tours and tastings available for spirits lovers eager to learn about the history and process of distillation (with a tipple or two involved, of course).

All experiences are held at our distillery: Unit GF1, Bow Wharf, 221 Grove Road, London, E3 5SN.

To arrange or enquire on the tours and tastings below, email our Tour Manager Alex Ling at tours@eastlondonliquorcompany.com.
Distillery Tasting Experience

Grab a fellow spirit lover and set your sights on East London Liquor Company in Bow Wharf. With this distillery tasting experience, you and your experience partner can treat your taste buds as you try out a selection of handcrafted vodka, rum and gin. Located in an old glue factory, East London Liquor Company has brought top-notch spirit production back to London’s East End after more than a century and the proof is in the bottle.

As part of your experience, the two of you will be able to take a peek at all the goings on in the distillery while enjoying a tasting of their spirit range. You’ll learn about the history of spirit production in the capital, and discuss flavour profiles and pairings – perfect for anybody who loves their fine liquor.

What’s included?
- A tasting session of all five East London Liquor Company spirits (one vodka, three gins and one rum)

How long does the experience last?
- 30 minutes

Availability
- Most Tuesday, Wednesday and Thursday afternoons. Selected Saturdays.

Spirit of Gin Tour and Tasting

The Spirit of Gin Tour and Tasting at East London Liquor Company will take you on a voyage through the astonishing world of gin, from its ruinous past to its modern-day revival. Distilling since 2014, East London Liquor Company is located in an old glue factory in Bow Wharf where they produce a London Dry Gin and two premium gins, all highlighting botanicals from across the globe.

Gin and tonic in hand, you will head behind the bar into the distillery to see how gin is made and hear the shocking stories of gin’s dark history. From there, you will visit the maturation room for a spirits tasting starting with East London Liquor Company’s own spirits, followed by contrasting world gins. The Spirit of Gin Tour and Tasting runs on Friday and Saturday afternoons, and lasts approximately 1 hour 30 minutes.

What’s included?
- A welcoming gin and tonic
- A tour of our distillery
- A tasting session of all five East London Liquor Company spirits (one vodka, three gins and one rum) and contrasting gins from around the world.

How long does the experience last?
- 1 hour and 30 minutes

Availability
- Most Friday and Saturday afternoons and evenings.

Email tours@eastlondonliquorcompany.com to book your experience.
Whisky Lover’s Tour and Tasting

East London Liquor Company are proud to present their Whisky Lover’s Tour and Tasting at their distillery in Bow Wharf. East London Liquor Company knows a thing or two about fine spirits, boasting an in-house distillery and wide range of imported gins, vodkas, rums and, of course, whiskies from around the world. Visiting the first gin, vodka and whisky distillery in East London (the city’s historic distilling district) in over 100 years offers the chance to taste a part of history. Over the course of 1 hour 30 minutes, you will be taken through the distillation process, from modern day methods to the illicit distilling history of the past, with a Manhattan or Old Fashioned cocktail in hand. You’ll then head downstairs to the maturation room to discover the secrets of barrel-ageing while tasting whisky, gin and rum from around the world.

The tour runs on Friday and Saturday afternoons and evenings and lasts approximately 1 hour 30 minutes.

What’s included?

- A welcoming Old Fashioned or Manhattan cocktail
- A tour of our distillery
- A tasting session of two East London Liquor Company spirits, three whiskies from Sonoma County Distillery and contrasting whiskies from around the world.

How long does the experience last?

- 1 hour and 30 minutes

Availability

- Most Friday and Saturday afternoons and evenings.

The following offers are available for special events, corporate team building activities, or just an excuse to get together with friends on a Thursday night.

All tours and tastings for groups are held at our distillery in Bow Wharf; please enquire if interested in a tasting held off-site.

Email tours@eastlondonliquorcompany.com to book your experience.
Tours and Tastings at East London Liquor Company  
Unit GF1, Bow Wharf, 221 Grove Road, London, E3 5SN

Distillation in Action  
East London Liquor Company is the first gin, vodka and whisky distillery in East London (the city’s historic home of distillation) in over 100 years. We’re a full time distillery; our stills run every day from Monday to Friday. Learn about the art of distilling while surrounded by our beautiful copper stills as they create the fine spirit in your glass.

What’s included?  
- A tour of our distillery  
- A full measure of the spirit being made on the day of your visit.

How long does the experience last?  
- 30 minutes

Availability  
- Tuesdays, Wednesdays and Thursdays between 1pm and 3pm

Minimum group size: 8 people. Maximum group size: 20 people

Distillation in Action and Tasting  
Upgrade your ‘Distillation in Action’ tour to include a gin and tonic upon arrival, and a tasting session held in our maturation cellar.

What’s included?  
- A gin and tonic upon arrival  
- A tour of our distillery  
- A tasting session of all five East London Liquor Company spirits (one vodka, three gins and one rum)

How long does the experience last?  
- 1 hour

Availability  
- Tuesdays, Wednesdays and Thursdays between 1pm and 3pm, and after 6pm

Minimum group size: 8 people. Maximum group size: 20 people

Email tours@eastlondonliquorcompany.com to book your experience.
Liquid History: Gin’s Ruin to Revival

The history of gin is imbued with tales of destitution and depravity. Embark upon a journey from gin’s medicinal beginnings to ‘Mother’s Ruin’, from the crude ‘Old Tom’ gins and barrel-ageing to today’s London Dry style. Discover the great variety of flavour and aromas as you taste five different gins along the way.

What’s included?

• Learn about the history and production of gin
• A tasting session of five gins: the three East London Liquor Company gins and two other world gins

How long does the experience last?

• 1 hour

Availability

• Tuesdays to Saturdays between 12.30pm and 9pm

Minimum group size: 8 people. Maximum group size: 20 people

Introducing Whisky: The Water of Life

The whereabouts of whisky’s origin are not known for certain: some say the Scots, others the Irish, others even the Vikings. Today, many countries across the world produce the golden nectar, from America to Japan. Taste five whiskies from the four corners of the globe, and discover everything from the most traditional Scotch to the first whisky made in East London in over a century.

What’s included?

• Learn about the history and production of whisky
• A tasting session of five spirits: our new make spirit and four whiskies from around the world

How long does the experience last?

• 1 hour

Availability

• Tuesdays to Saturdays between 12.30pm and 9pm

Minimum group size: 8 people. Maximum group size: 20 people

Email tours@eastlondonliquorcompany.com to book your experience.
Tours and Tastings at East London Liquor Company
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The Ultimate Gin Tour and Tasting
Over the past few years, the definition of gin is being pushed to its limits. This experience covers all things gin, from the many methods of making gin in the present day, to the shocking past of illicit gin distillation and the resultant inebriation of London’s populace. Taste a selection of five gins, from the traditional London Dry style to the extraordinary gins of the New World.

What’s included?
• A gin and tonic upon arrival
• An in-depth tour of our distillery
• A tasting session of five premium gins

How long does the experience last?
• 1½ hours

Availability
• Tuesdays to Thursdays between 1pm and 3pm, Fridays and Saturdays between 12.30pm and 9pm

Minimum group size: 8 people. Maximum group size: 20 people

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Tours and Tastings at East London Liquor Company
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The Ultimate Whisky Tour and Tasting
For those looking to expand their whisky knowledge and to discover one of London’s first whisky distilleries in over a century, this is the ideal experience. During the tour, see first-hand how we make our whisky and hear about the exciting new whiskies we are planning for the future. In our maturation cellar, taste and discuss a selection of five whiskies from around the world.

What’s included?
• An old fashioned cocktail upon arrival
• An in-depth tour of our distillery
• A tasting session of five premium whiskies, along with our new make

How long does the experience last?
• 1½ hours

Availability
• Tuesdays to Thursdays between 1pm and 3pm, Fridays and Saturdays between 12.30pm and 9pm

Minimum group size: 8 people. Maximum group size: 20 people

Distillery Tour with Negroni Masterclass
For large groups, the group splits into two and we simultaneously run two experiences: a distillery tour and tasting, and a Negroni Masterclass. Discover the first gin, vodka and whisky distillery in East London (the city’s historic home of distillation) in over 100 years and enjoy a tasting of our five spirits. Then, an in-depth discussion and tasting of arguably the finest gin-based cocktail will leave you with a thorough understanding and appreciation of the legendary negroni. The cocktail is served with a selection of bar snacks.

What’s included?
• A gin and tonic upon arrival
• A tour of our distillery
• A tasting session of all five East London Liquor Company spirits (one vodka, three gins and one rum)
• Learn about the history and production of the negroni cocktail
• A negroni cocktail
• A selection of bar snacks is served with the negronis

How long does the experience last?
• 2 hours

Availability
• Tuesday to Friday between 1pm and 3pm and after 6pm, and Saturday between 12.30pm and 8pm

Minimum group size: 16 people. Maximum group size: 40 people

Email tours@eastlondonliquorcompany.com to book your experience.
Tours and Tastings at East London Liquor Company
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The Ultimate East London Liquor Company Experience
This experience leaves no part of our distillery unexplored. The evening begins in the bar with our signature gin and tonic, before continuing into our Still Room – drink in hand – where the tour starts. Discover the art of distillation and the history of spirits in London before heading down to our maturation cellar where, surrounded by our slumbering whisky, you will taste every spirit we make at East London Liquor Company. Make your way upstairs to our Restaurant for a three-course banquet meal (with all the trimmings), bookended with an aperitif and a digestif drink.

What’s included?
• A gin and tonic upon arrival
• An in-depth tour of our distillery
• A tasting session of seven East London Liquor Company Spirits: one vodka, three gins, one rum, one navy strength rum and our new make spirit
• An aperitif cocktail
• A three-course banquet meal
• A digestif

How long does the experience last?
• 2½ to 3 hours

Availability
• Tuesdays, Wednesdays and Thursdays between 1pm and 3pm and after 6pm

Minimum group size: 8 people. Maximum group size: 20 people

Refund Policy - No refund within one week before tour. From two weeks before the tour, 50% refund.

Email tours@eastlondonliquorcompany.com to book your experience.