



HAAS BROTHERS
San Francisco 1851



ROYAL GATE

The quintessential San Francisco Spirit from one of the city's oldest families

The Haas family is the 17th company in California history, founded in 1851. They helped to develop Wells Fargo bank, ran Levi Strauss for 150 years, along with a variety of other notable different enterprises. Cyrus Noble Bourbon, which the family launched in 1871 in San Francisco, continued the pursuit of distilled spirits. In San Francisco, there was a famous party in the 1950's with Rudolph Nureyev, the ballet artist, in attendance. It was thrown by the Haas family who went out to New York and found 11 cases of this obscure Stolichnaya vodka and brought it to San Fran for the big party. It was the first time that many of the attendees had ever tried vodka. They were intrigued by the flavor and the transparent color and so the family started off in the vodka direction, that is to say the white goods direction, having already achieved a legacy in brown goods. And then (Haas) developed Royal Gate vodka as a domestic, lower-cost alternative to what was then a very problematic, difficult situation of maintaining supplies of Stolichnaya, especially during the Khrushchev era and the Cold War.



Royal Gate Vodka

1.0L

Royal Gate Vodka is locally distilled from Midwestern grain and carbon filtered for smoothness and purity, displaying a light minerality, clean, bready aromatics and a bright citrus-fruit flavor.

Royal Gate Gin

1.0L

Royal Gate Gin is born of the same spirit as Royal Gate Vodka, with the additional stage of maceration with a proprietary recipe including coriander, lemon peel, cinnamon and juniper berries. In maintaining tradition for London Dry gin, the resultant maceration is pot distilled for a refined, smooth and balanced flavor.

**‘Putting the Ahhh in Vodka’ since 1954,
Haas Brothers’ Royal Gate Vodka and Gin
have been San Francisco’s preferred value
grain spirits for over fifty years.**