



The Good Craft Co. - The Flavour Lab

Imagine a playroom where you can experiment with flavour and design and witness the birth of a spirit, encapsulating the essence of the 'Grain to Glass' philosophy – passionately pursuing the foundation of good craft spirits.

But what does good craft constitute? Join us as we decode the who, the why, and the how behind making a good craft spirit this September onwards - at India's first-ever Flavour Lab. Nestled in the middle of a medical college in Whitefield, Bangalore, are the elevator doors to The Good Craft Co.'s first experiential centre; here's a snippet of what awaits you.

At the intersection of craftsmanship and innovation, The Flavour Lab offers a curated space with four unique engagement zones. From ***The Academy*** and ***The Walkthrough***, where consumers can immerse themselves in the highest resolution of craftsmanship and science, to the R&D Centre showcasing the spirits creation process, this experiential space offers a comprehensive exploration of the world of craft.

- **Zone 1: The Entry Experience**

As you enter fully excited and enchanted to unfurl the mysteries of the craft spirit world, take a quiet moment as you savour your first sip of the evening—a welcome drink that prepares your palate for the exciting three hours ahead. Here, you enjoy a cosy space, the calm before the storm, if you will, as you engage with your hosts for the evening. Let your questions and curiosity simmer, to be unleashed next.

- **Zone 2: The Academy (Inform, Educate, Interact, Immerse)**

Here is a zone like no other – where you will truly live and breathe the 'Grain To Glass philosophy.' Have you ever wondered what pre-distilled barley smells or feels like? What are the essential ingredients that shape your favourite whisky or rum? What is a copper pot still, and how does whisky emerge into a beautiful golden-brown liquid? The answers to all these questions and more await you at The Academy. Immerse yourself in the story of craft and the intricate complexities of spirit-making and discover the meticulous processes that form the backbone of the Science and Craft of Distillation. Here, you get to understand the very essence of India's tryst with craft spirits and watch it come to life. Learn, listen, watch, and play with ingredients that undergo the magic of distillation – this is your journey into the heart of craft.

- **Zone 3: The Walkthrough**

Walking down the corridor from the Academy, you step into a passageway leading to another world – with the most innovative experiments in craft spirit culture taking shape. The



'Walkthrough' serves as a window into the soul of craft, as you get to glimpse the innovation centres of The Flavour Lab with several exciting pitstops along the way. Every step of this journey brings you closer to understanding the micro-processes that shape each bottle of spirit – from liquid to label. With a sneak peek into DIAGEO India's secretive R&D Labs, such as the Separation Lab, the Incubation Lab, and the Molecular Lab, immerse yourself in the behind-the-scenes magic of Indian craftsmanship as you feel, hear, smell, taste, and watch true craft spirits, come to life.

- **Zone 4: Bar & Fermentary**

Now that you are well-versed in the art of spirit making continue your walk down the lab zone and test your palate—with boundless and infinite flavours at The Bar.

Get behind the bar as you author your presence into the living library of flavours. As you delve into the final saga in your evening of connoisseurship, craft your own whisky via calculated blends of micro-quantities of malt and grain distillates. Enjoy an exclusive tasting of never-before-seen or released samples of the rarest of rums, whiskies, and other aged, dark spirits housed in The Flavour Lab's vault. As you put your expertise to the test, allow our mixologists to present you with three technique-driven cocktails that narrate the excellence of Indian ingredients and the best of homegrown flavours.

Step onto the other side of the wall to The Fermentary - a space that will bring out the alchemist in you as we ferment something new every month. From orange vinegar to lacto-ferments and much more -- a ferment can change a flavour with every drop.

Guided tasting sessions, masterclasses, and other curated skill-based programs round off your experience. These immersive 3-hour experiential tours take place every Saturday starting at 4 pm. The Flavour Lab opened its doors to consumers in September. Join our quest to uncover the good in Indian craft spirits. When are you headed here?

Please Note: The Flavour Lab at The Good Craft Co opened its doors on September 21st with curated personalised experiences for guests. Interested patrons can get in touch with The Good Craft Co. team directly through thegoodcraftco@dnahospitality.in or +91 99809 99930.

Groups of small batches will be welcomed for an intimate and immersive experience into the world of crafted spirits and innovation at The Flavour Lab in The Good Craft Co. At this stage, in line with our mission of celebrating Craft, Community, and Experiences in all their glory, we are not charging any fee for entry - and the groups, therefore, will be curated. Our aim remains to build awareness, engagement and advocacy around The Good Craft Co. and its larger mission to evangelise exceptional Indian Craft Spirits.