

# GIN MADE FROM DISCARDED GRAPES HITS SUPERMARKETS

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Hyke Gin



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UK – The brainchild of distiller **Foxhole Spirits** and fruit supplier **Richard Hochfeld**, **Hyke gin** has been developed to prevent 166m grapes from going to waste each year.

The spirit makes use of grapes that have been grown to be eaten but have failed to meet supermarket specifications because they are the wrong shape or size and so would otherwise be discarded. Richard Hochfeld loses the equivalent of 1.4m punnets every year either in this way or because the grapes have become detached during the packing and transportation process.

Each grape is pressed and distilled to create a grape spirit. This is then blended with a neutral grain spirit and botanicals including juniper, myrrh, coriander and rooibos, which are inspired by the grapes' African and South American origins. Hyke Gin will be stocked at low cost supermarket chain Tesco.

As threatened supply chains and shortened food miles become more prominent, supermarkets must find ways to repurpose their products and eliminate food waste. For more, read our macrotrend **Uprooted Diets**.