



MALUS

*The Spirit of Elgin*

THE STORY

Our ambition was to create something extraordinary; a unique, world class, hand crafted spirit that takes the best of traditions from the world of spirits and combine them with the concept of terroir. We called our idea tradition re-invented and our spirit Malus.... the terroir Spirit of Elgin.

Elgin is a very special place.... fresh, unpolluted raindrops from the southern ocean, fynbos and fertile soils. But what makes it really special is its heritage of apples. For hundreds of years Elgin has been the home of some of the finest eating apples in the world. These form our raw material.....



While not many people know that *Malus Domestica* is the Latin name for the eating apple we are all familiar with the myths around knowledge, temptation and immortality. Some see an association to the Latin word mal but we maintain its not bad, maybe just a little wicked!

From different varieties of eating apples we first make cider. Each variety has a distinct flavour and allowing them to tree ripen maximises these flavours and produces the perfect amount of sugars. These apples differentiate *Malus* from its cousin-spirit calvados; which by and large starts with inedible bitter apples.



*Malus Domestica: ancient symbol of temptation, knowledge and immortality*

Our travels lead us to choose a Cognac style still. Although not the most efficient, it's recognised as the best potstill in the world for preserving flavours and aromatic complexity.

So, using finest South African copper, we built a cognac style potstill right among the apple orchards on the Paul Cluver estate in Elgin.

Each batch of cider passes through the still twice with great care being taken to separate the hearts from the heads and tails. The contact with copper in the helm & condensor preserves the subtle apple aromatics that form an essential part of the final product.



From whisky we have borrowed their tradition  
of barrel maturation that so elegantly  
smooths the harsh edges of the *eau de vie*.

So Malus rests in fine grained oak barrels  
that are especially chosen for the flavour  
they impart. Among them are second fill  
Pinot Noir barrels that once held the estate's  
renowned 7 Flags Pinot Noir.

Whisky often relies on the contact with the  
wood to provide much of its flavour. Our  
aim is to balance the apple base of Malus  
with the flavours of the oak and traces of  
grape. The art is in timing the maturation to  
arrive at the point where the apple and wood  
balance into a perfect complexity and nose.



*In fine-grained French oak, Malus waits*

If we have a spirit that's hand crafted,  
individual, inspired by cognac, fired by  
whiskey, draws on wine and terroir ..... then  
what do we put it in?

We believe we have South Africa's finest spirit  
so we asked, who is the best glassmaker in  
South Africa? We found David Reade in  
Worcester who created an elegant decanter  
for our inaugural release. His design,  
symbolically reflecting each drop, follows our  
minimalistic approach with the only branding  
being on the stopper underside. Each  
decanter is numbered and signed by David.



*For the decanter, a fellow craftsman*

Malus is unlike other spirits; inspired by the best of tradition it is something totally unique to be appreciated by the true connoisseur.

We set out and succeeded in creating something extraordinary and totally unlike the mass produced spirits that surround us.

We hope you enjoy it.

Cheers.



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