



**Good Practice 27:
Monastic Gin – a New Product
from the Cistercian Monastery
Bochum-Stiepel**

SKIVRE Training Scheme



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Monastery Bochum-Stiepel

**MONASTIC
DRY GIN**
MADE IN SILENCE

Description

The monastic gin was created in the Cistercian monastery Bochum-Stiepel in 2017. The idea for the gin came when they realised that the product range in the monastery shop in Stiepel needed to be expanded.

Why is this a good practice for monastic products?

The monks kept in mind that it should be something that could be produced in the monastery or at least with monastic ingredients. In addition, the experience and knowledge of the brothers should be brought in. The monks were able to fall back on product knowledge with their existing monastic liqueur. The monastery tries to keep the financial commitment as manageable as possible; they rely on a slow growth with a start of small batches of 300 litres.

Slogans like “This gin springs from monastic walls, it breathes the power of silence” made the product stronger. The gin was highly praised in the press and got headlines like: “Mission gin”, “A high-proof mission“, “Mission with 42% alcohol” or „The gin of life“.

This monastic product illustrates the steps of a new product development very well. Beginning with the identification of a need, to the creation of the idea and finally the market launch. A glance at the label of the gin bottle immediately reveals the reference to the Monk's habit. The gin is a showcase for marketing, distribution, and the related use of communication and social media.

A click on the website is definitely worthwhile www.monasticdrygin.de.

Pictures



Picture: Monastic Dry Gin, Monastery Bochum-Stiepel



Picture: Patre Justinius, Monastery Bochum-Stiepel

Source/link

Monastery Bochum-Stiepel

www.monasticdrygin.de , www.monastic.de

YouTube channel

<https://youtu.be/nYNqMtrqfdE>



Country

Germany

Topic

SKIVRE Training Scheme	
	Module 1: Introduction Module
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X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
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