



ALVIN P. RAMCHURN

CANADIAN BRAND AMBASSADOR – HENDRICK'S GIN

The *true spirit* of Alvin P. Ramchurn was conceived on the dawn of a peculiar June morning in 1899, precisely 100 years before the birth of Hendrick's, the very same morning that cucumbers decided it was a good day to say "Hello" to the Roses.

It's hard to say which, if any, of these hold a greater place in our consciousness, other than the landmark 1983 event – *the true ethereal birth* of Alvin P. Ramchurn, HENDRICK'S GIN CANADIAN BRAND AMBASSADOR.

There is little doubt that his early arrival into this world on that warm summer day in Colchester, UK, signified a life filled with the pursuit of all manner of curiosities. His first full sentence, spoken that very day in the delivery room – according to the reporters on scene for that momentous event – was, "*Well, it's about time! You guys really know how to keep a lad in suspense!*"

It was Alvin's inherent inquisitiveness that led him onto a strange and wondrous path, beginning in – of all places – his stomach. The only boy in his Home Economics class, whatever teenage Alvin's motives for joining, his curiosity held him firmly to the grindstone, gradually steering him to the exploration of flavours and cultures with equal fervour.

His zeal and curiosity soon propelled him across the globe, always seeking out life's (and food's) mysteries and magic. Australia. Singapore. New Zealand. Mauritius. Dubai. Thailand. Europe. *Cooking and exploring. Discovering and combining. Savouring and cataloguing.* Alvin uncovered a universe of taste sensations that dwelled not only on a

palate, but also at the bottom of some very well-polished, delightfully garnished, and *exquisitely concocted beverages*. And so it came to pass that his *LOVE FOR ALL THINGS GIN* was ignited.

After years behind the line, Alvin was no longer content to hide in the back. With the encouragement of a mentor, he stepped out onto the floor and into his own. He also took a bigger step, across an ocean, winding up in Toronto, Canada, and tested his newfound wings at Oliver & Bonacini and at Beer Bistro, then onto his first flight as part-owner of The Adelaide Street Pub, quickly receiving a nomination from *Ontario Hospitality Institute's "Top 30 Under 30"*.

In 2015 Alvin's topsy-turvy tale chanced upon its most recent, and – in our entirely biased opinion – most exciting twist. As a part of the PMA sales team he was catapulted into the peculiar world of Hendrick's Gin. And, in perfect harmony with his unusual and whimsical nature, this opportunity allowed him to work with and inspire some of Toronto's top influencers, mixologists, and industry elites, cultivating a well-respected reputation, and unveiling his path towards becoming the newest brand ambassador for *the world's most extraordinary gin*.

Although he credits his success to serendipity and Lady Luck, it's Alvin's *tireless pursuit of the unexpected* that makes him an asset to the Hendrick's Gin team. His alchemist's desire to transmogrify the *prosaic into the poetic*, coupled with his boundless sense of fun, his infectious laughter, his devotion to his friends, family, job, and craft make him the perfect fit for such a markedly exceptional brand, in Hendrick's.

Follow along as Alvin continues his whimsical adventures on social @HendricksBACanada

