

• • •

FOUR PILLARS

**SOME THEORY.
SOME ACTION GIN.**



• • •
FOUR PILLARS

WHY YOU NEED TO THINK ABOUT YOUR 'WHY'?



HOW DOES THIS EXISTENTIAL QUESTION HELP YOU GROW?



• • •
FOUR PILLARS

IT DOESN'T.



• • •
FOUR PILLARS

**BUT IT DOES HELP YOU THINK.
AND EXECUTE. WITH FOCUS.**



• • •
FOUR PILLARS

ON YOUR BRAND.



• • •
FOUR PILLARS

**ON YOUR BRAND. ON PEOPLE.
ON POSITIONING. ON EMOTION.**



• • •
FOUR PILLARS





A\$31,200
of \$10,000 target

7
yrs ago



• • •
FOUR PILLARS



BRAND



• • •
FOUR PILLARS

BRANDS DON'T EXIST



• • •
FOUR PILLARS

THINGS EXIST



• • •
FOUR PILLARS

BRAND IS BIAS



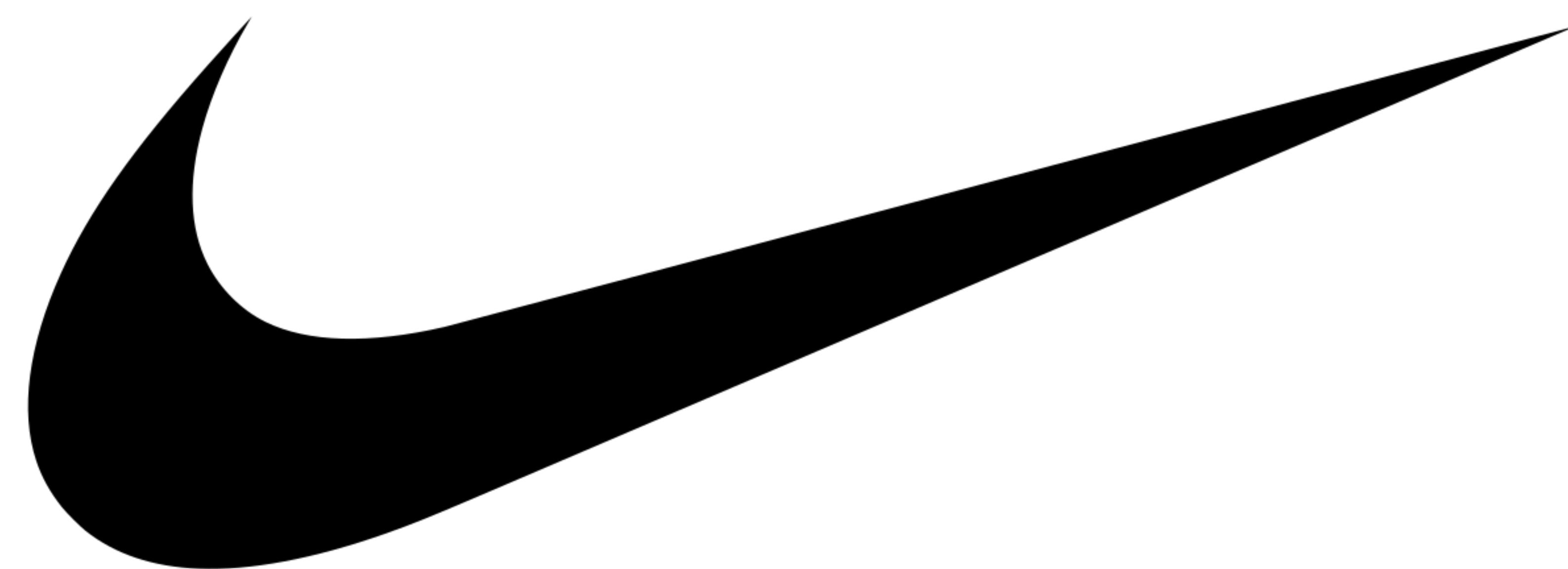
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FOUR PILLARS

PEOPLE ARE BIASED

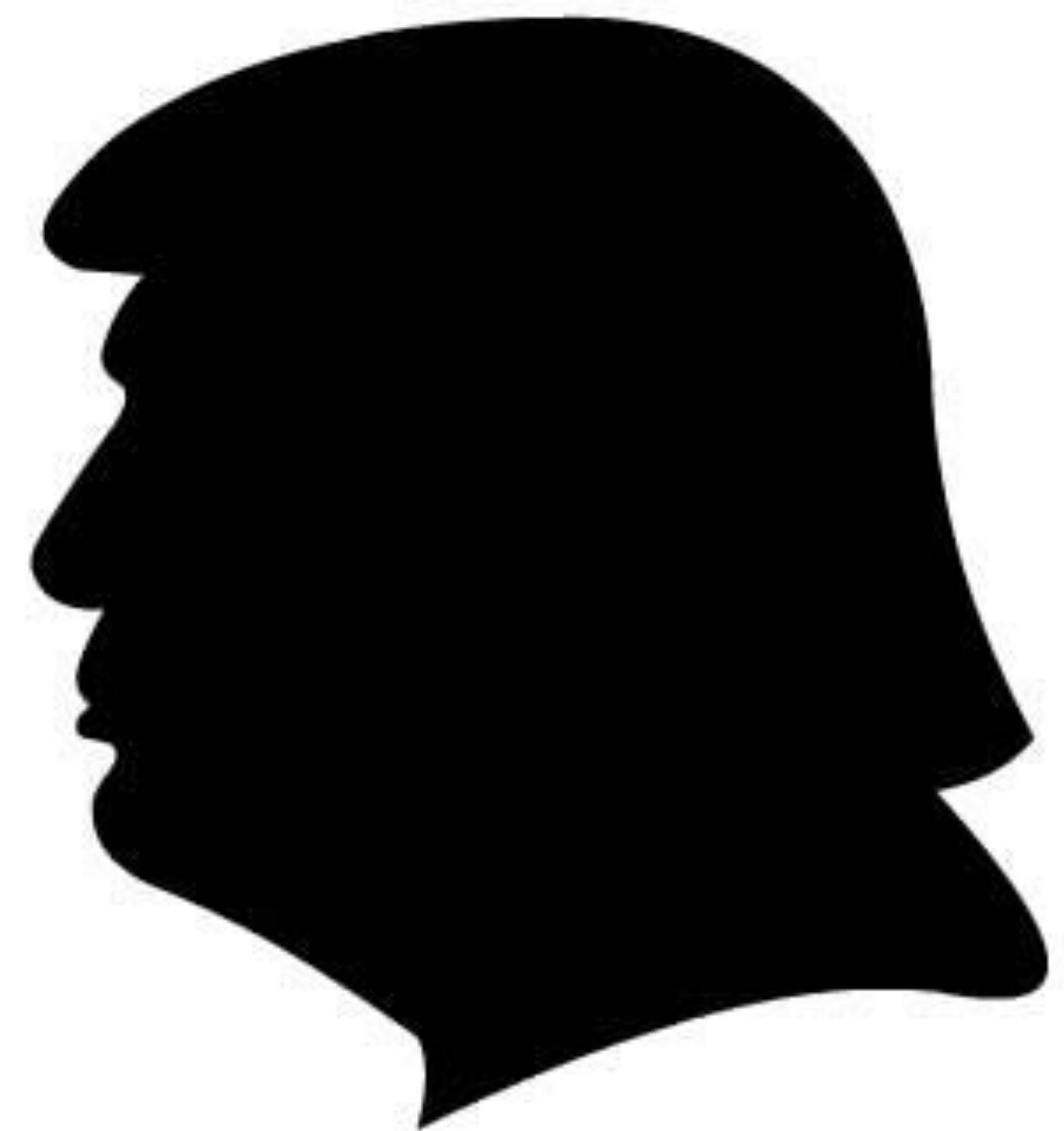
**POSITIVELY
& NEGATIVELY**



• • •
FOUR PILLARS









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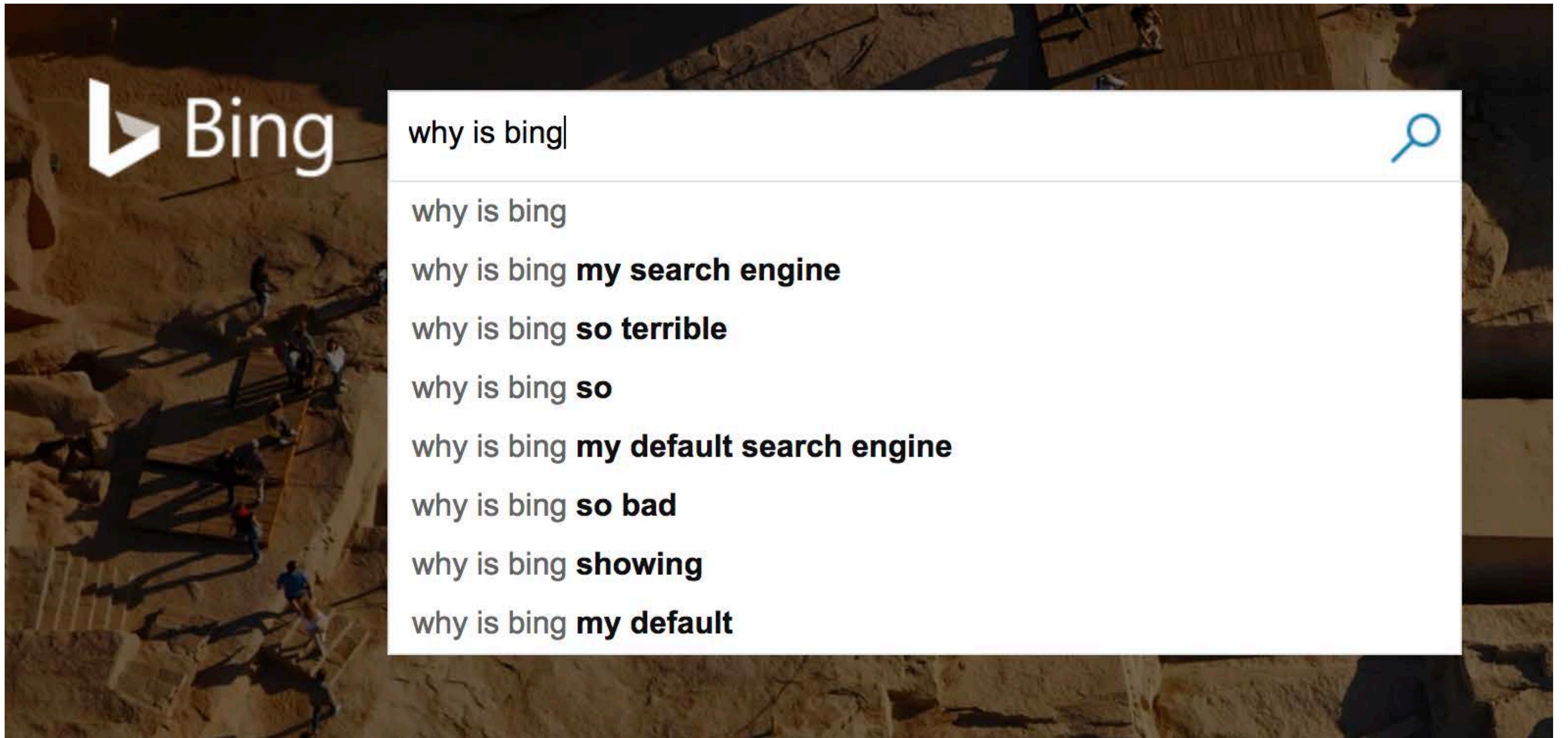
Sign In

bing

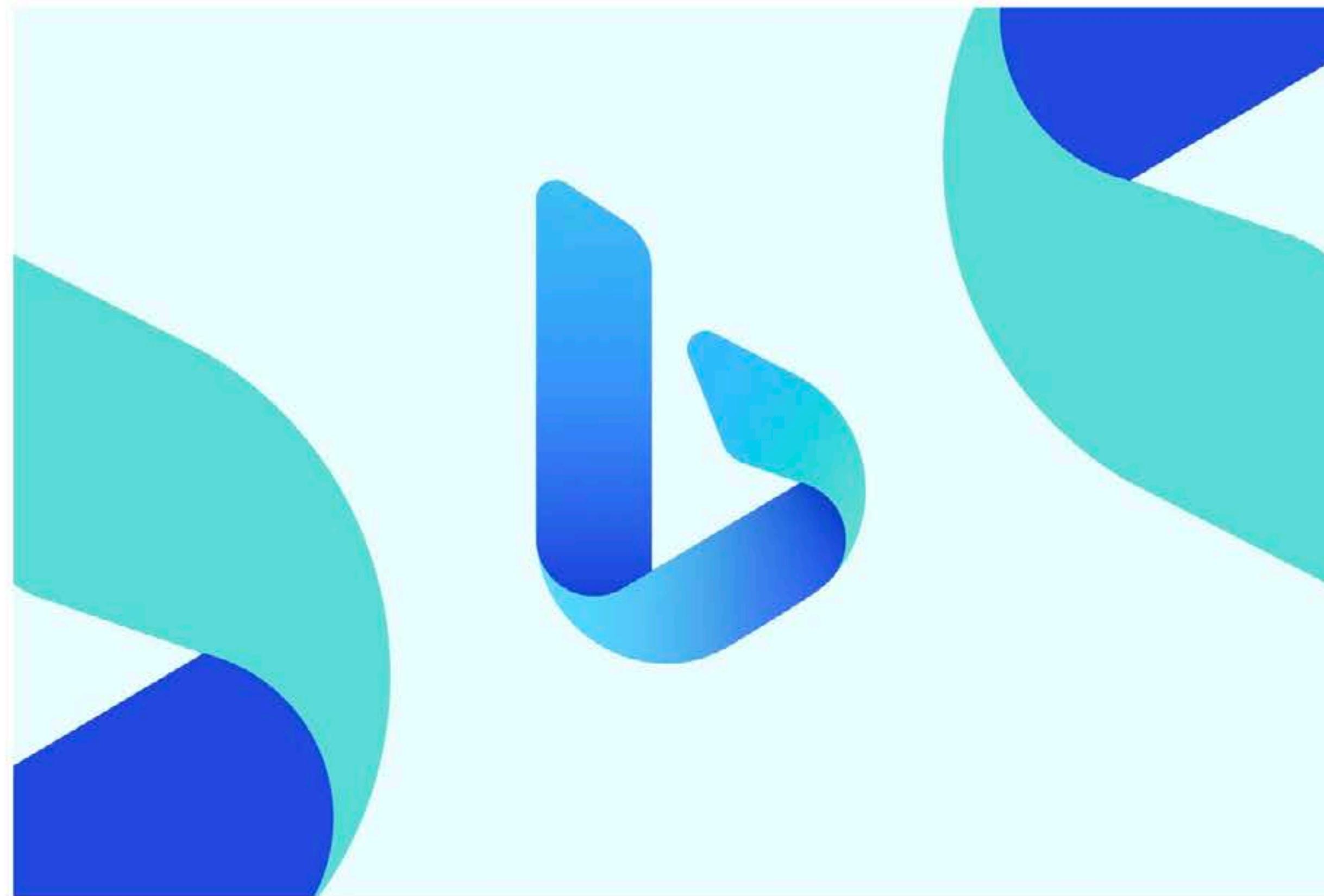
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Microsoft's Bing is an emotionally manipulative liar, and people love it



/ Users have been reporting all sorts of 'unhinged' behavior from Microsoft's AI chatbot. In one conversation with The Verge, Bing even claimed it spied on Microsoft's employees through webcams on their laptops and manipulated them.

By [James Vincent](#), a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Feb 16, 2023, 3:54 AM GMT+11 | □ [94 Comments](#) / [94 New](#)



PEOPLE ARE BIASED

**POSITIVELY
& NEGATIVELY**



• • •
FOUR PILLARS

BRAND IS BIAS TRUST



• • •
FOUR PILLARS

A STRONG BRAND GETS
TO PLAY THE GAME OF
BUSINESS ON EASY MODE*

* Thanks Matt Johnson



• • •
FOUR PILLARS

IRRATIONAL BUT
RATIONALISED

TRUST IS A FEELING



• • •
FOUR PILLARS

**HOW DO YOU WANT
THEM TO FEEL?**



• • •
FOUR PILLARS



EXPERIENCES CREATE BIAS & TRUST



• • •
FOUR PILLARS

**THE APPLE STORE WAS PROBABLY
THE BEST AD WE EVER DID...**

LEE CLOW, TBWA



• • •
FOUR PILLARS

BE BETTER

- + POSITION BETTER
- + CURATE BETTER
- + AMPLIFY BETTER



**YOUR BRAND IS THE
STORY OTHER PEOPLE
TELL ABOUT YOU.**

**BRAND ARE
BUILT BY
EXPERIENCES**

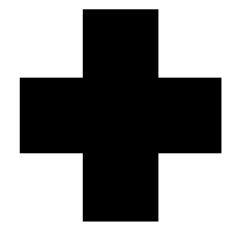
• • •
FOUR PILLARS

STORYDOING

+ FRAMING / POSITIONING



SANDWICHES



PEACOCKS



• • •
FOUR PILLARS

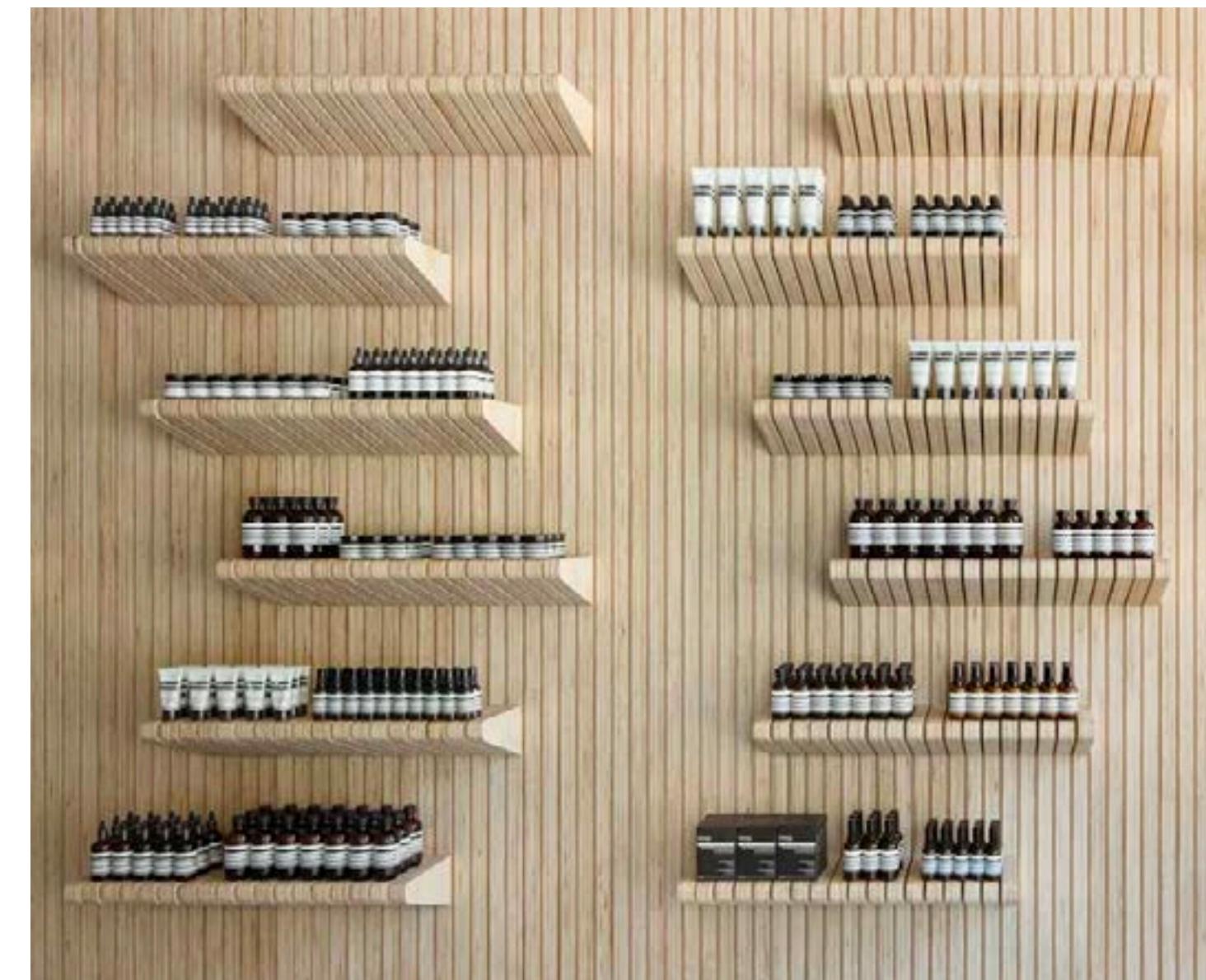
AMAZON SELLS SANDWICHES.



**AMAZON SELLS
SANDWICHES.**



**AESOP IS A
PEACOCK.**



• • •

FOUR PILLARS

**HOW DO YOU CHOOSE?
WHAT DO YOU FOCUS ON?**



**WHY DO YOU
EXIST?**

• • •
FOUR PILLARS

**WHY DO YOU
EXIST MATTER?**

**WHAT VALUE ARE
YOU (UNIQUELY)
ABLE TO CREATE?**



MODERN AUSTRALIAN GIN MAKERS



DISTILLING



MOD OZ



COCKTAILS



COMMUNITY



Please

WARNING
HOT SURFACE





Four
Pillars

Rare
Dry
Gin



Tonic

Orange















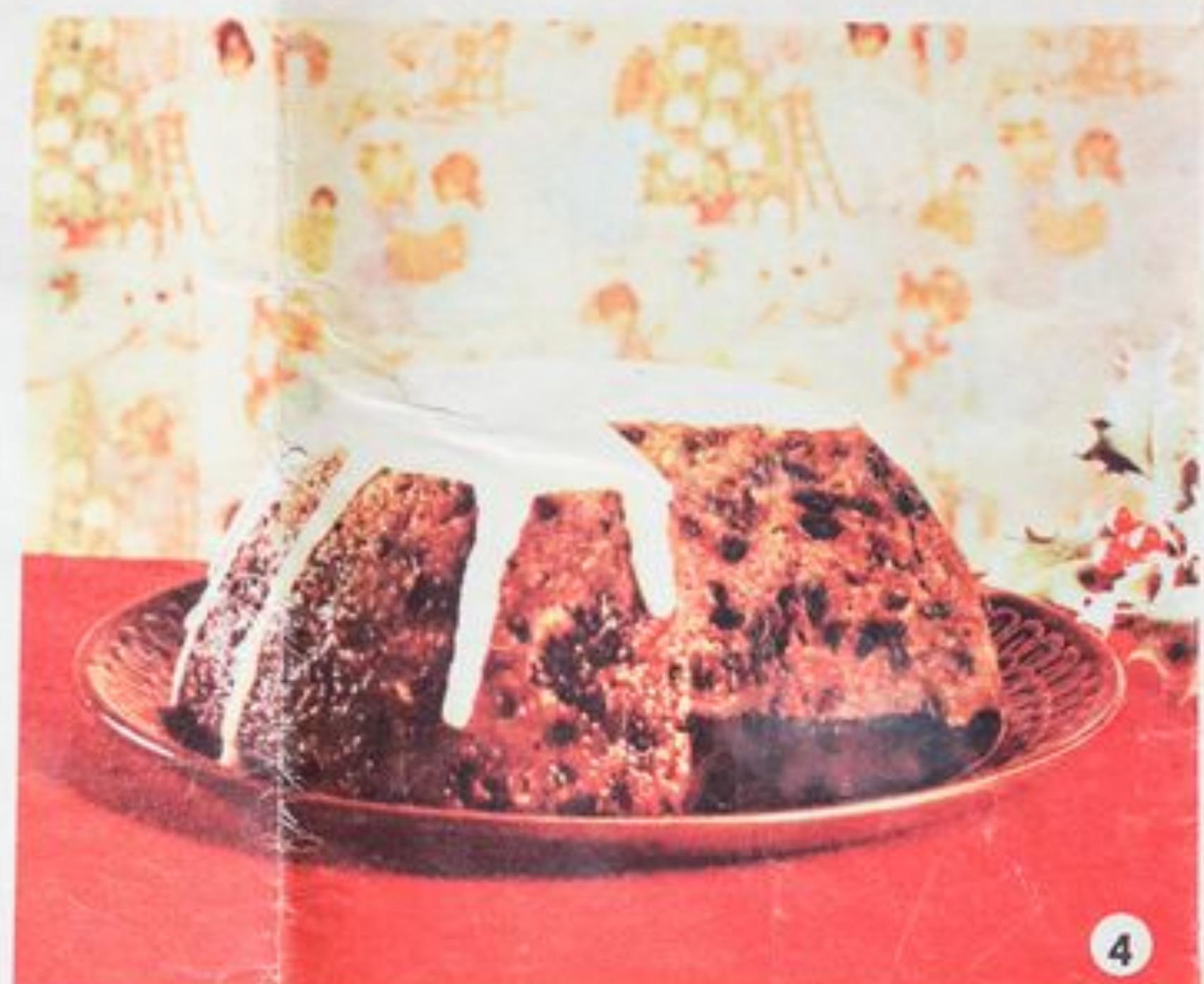








CHRISTMAS PUDDINGS . . . continued from previous page



PICTURES ON OPPOSITE PAGE

1. Traditional Boiled Plum Pudding. Recipe, this page.
2. Prune Christmas Pudding. Recipe, page 5.
3. Rich Christmas Pudding. Recipe, this page.
4. Moist Christmas Pudding. Recipe, this page.

RICH CHRISTMAS PUDDING

12oz. sultanas	10oz. finely ground
12oz. currants	soot
16oz. mixed peel	3 cups soft white
8oz. raisins	breadcrumbs
2oz. dried apricots	1 tablespoon
2oz. glace cherries	mixed spice
2oz. blanched	1 teaspoon nut-
almonds	meg
1½ cups lightly	4 eggs
packed brown	2 tablespoons
sugar	brandy
1 cup plain flour	2 tablespoons
1 teaspoon baking	sherry
powder	1 pint soot
grated rind 1	1-3rd cup rum
lemon	

Chop all fruit and nuts; add spices and lemon rind. Pour brandy, sherry, and rum over; cover, stand overnight. Soft flour and baking powder, add soot and remaining dry ingredients. Stir in fruit and nuts. Beat eggs, add soot; add to mixture and stir well. Fill into greased seven-pint pudding basin, cover securely; steam 6 hours.

Reboil 2 to 3 hours on day of serving.

TRADITIONAL BOILED PLUM PUDDING

1lb. raisins	2 cups soft white
1lb. sultanas	breadcrumbs
2oz. currants	1 cup plain flour
2oz. dates	pinch salt
2oz. mixed peel	2 teaspoons mixed
2oz. butter	spice
1 cup lightly	1 teaspoon
packed brown	nutmeg
sugar	1 teaspoon bicarb.
2 eggs	soda
	1 cup brandy

Chop fruit and nuts, combine in basin with all other dry ingredients. Combine vanilla, almond essence, lemon juice, rind, golden syrup, and brandy in saucepan; bring slowly to boil. Remove from heat and stand overnight.

Next day mix brandy syrup into dry ingredients with grated carrot and apple. Beat eggs, add to fruit mixture; mix well together. Fill into well-greased 3- or 4-pint pudding basin, cover, and secure firmly. Steam 4 to 5 hours.

On day of serving steam further 2 hours.

Prune Christmas Pudding. Recipe, page 5.

Moist Christmas Pudding. Recipe, this page.

one at a time, beating well after each addition. Stir in breadcrumbs, powdered fruits, and sifted dry ingredients. Tie in brandy, mix well. Place in dry pudding cloth, tie securely with string. Plunge into fast boiling water. Boil steadily 3 hours, replenishing boiling water when necessary; drain and have to steam.

If weather is hot, keep pudding refrigerated to prevent mould.

On day of serving boil further 2 hours.

MOIST CHRISTMAS PUDDING

4oz. raisins	1 teaspoon ground
4oz. currants	nutmeg
8oz. sultanas	1 teaspoon vanilla
4oz. mixed peel	1 teaspoon
1oz. almonds	almond essence
3 cups soft white	1 cup brandy
breadcrumbs	grated rind and
6oz. grated soot	juice 1 lemon
2 cups lightly	4 eggs
packed brown	4oz. grated carrot
sugar	1oz. grated apple
1 cup plain flour	1 cup golden
1 tablespoon	syrup
ground ginger	

Sprinkle shelled prawns with little lemon juice. Melt butter or substitute in saucepan, blend in flour, cook until it bubbles, stirring constantly. Remove from heat, gradually stir in milk and cream. Return to heat, simmer a few minutes, still stirring. Again remove from heat, season with tomato sauce, worcestershire sauce, salt, and cayenne to taste. Soak mushrooms in little extra butter, mix into sauce with prawns. Pour mixture into greased casserole or individual ovenproof dishes, sprinkle with breadcrumbs, dot with butter. Bake in moderate oven 20 to 30 minutes. Serves 4 to 6.

Fork dishes for your buffet party

If you're entertaining over the holiday period, serve the food buffet-style. All these fork dishes can be prepared in advance; hot dishes can be gently reheated when required.

DEVILLED PRAWN ENTREE

2lb. prawns,	1 cup cream
shelled	1 tablespoon
lemon juice	worcestershire
for, butter or	sauce
substitute	salt, cayenne
2 tablespoons	1lb. mushrooms,
plain flour	sliced
1 cup milk	extra butter
1 cup tomato	1 cup fine
sauce	breadcrumbs

Remove seeds from finely sliced mushrooms; slice chicken from bones, cube butter in saucepan, add and pepper 1 minute, heat, stir in flour. Return 1 minute; do not brown stock; off heat, continue stirring until sauce boils. Season to taste with paprika. Add egg-yolks to sauce with chicken. Keep warm over low heat, allow to boil. If possible, advance, do not add cream, and sherry until heating the dish to serve.

3lb. veal	2 chopped onions
1 cup oil	1 cup red wine
3 tablespoons	1 cup stock
paprika	1 pint sour cream
1 tablespoon	salt, pepper
tomato paste	

Cut veal into 1in. cubes. Heat oil in heavy saucepan, add paprika and tomato paste; cook, stirring, 1 minute. Add veal, cook until meat is browned. Serves 4 to 6.

and well coated with butter. Add chopped onion, cook longer. Pour in wine, cover; simmer, stirring approximately 1½ hours. If tender, season to taste. Cream, reheat, but do not boil. If preparing this dish a day in advance, add sour cream when being reheated. Gently stir sour cream, keep over heat until mixture is heated. Serves 6.

CHICKEN A LA

3-4lb. cooked	1
chicken	
2oz. butter	1
4oz. fresh mush-	1
rooms	
2 tablespoons	1
flour	1
2 egg-yolks	1

Remove seeds from finely sliced mushrooms; slice chicken from bones, cube butter in saucepan, add and pepper 1 minute, heat, stir in flour. Return 1 minute; do not brown stock; off heat, continue stirring until sauce boils. Season to taste with paprika. Add egg-yolks to sauce with chicken. Keep warm over low heat, allow to boil. If possible, advance, do not add cream, and sherry until heating the dish to serve.

Cut long-grain rice in 1in. cubes. Heat oil in heavy saucepan, add paprika and tomato paste; cook, stirring, 1 minute. Add rice, cook until meat is browned. Serves 4 to 6.

CHRISTMAS COOK

















SANTAMANÍA







SERIES No.02

STILLER

DRY ISLAND GIN
FOUR PILLARS X HERNÖ

42.8% ALC.

DISTILLER SERIES

Vol. 700mL









Please

WARNING
HOT SURFACE



FOUR PILLARS
-DISTILLERY-



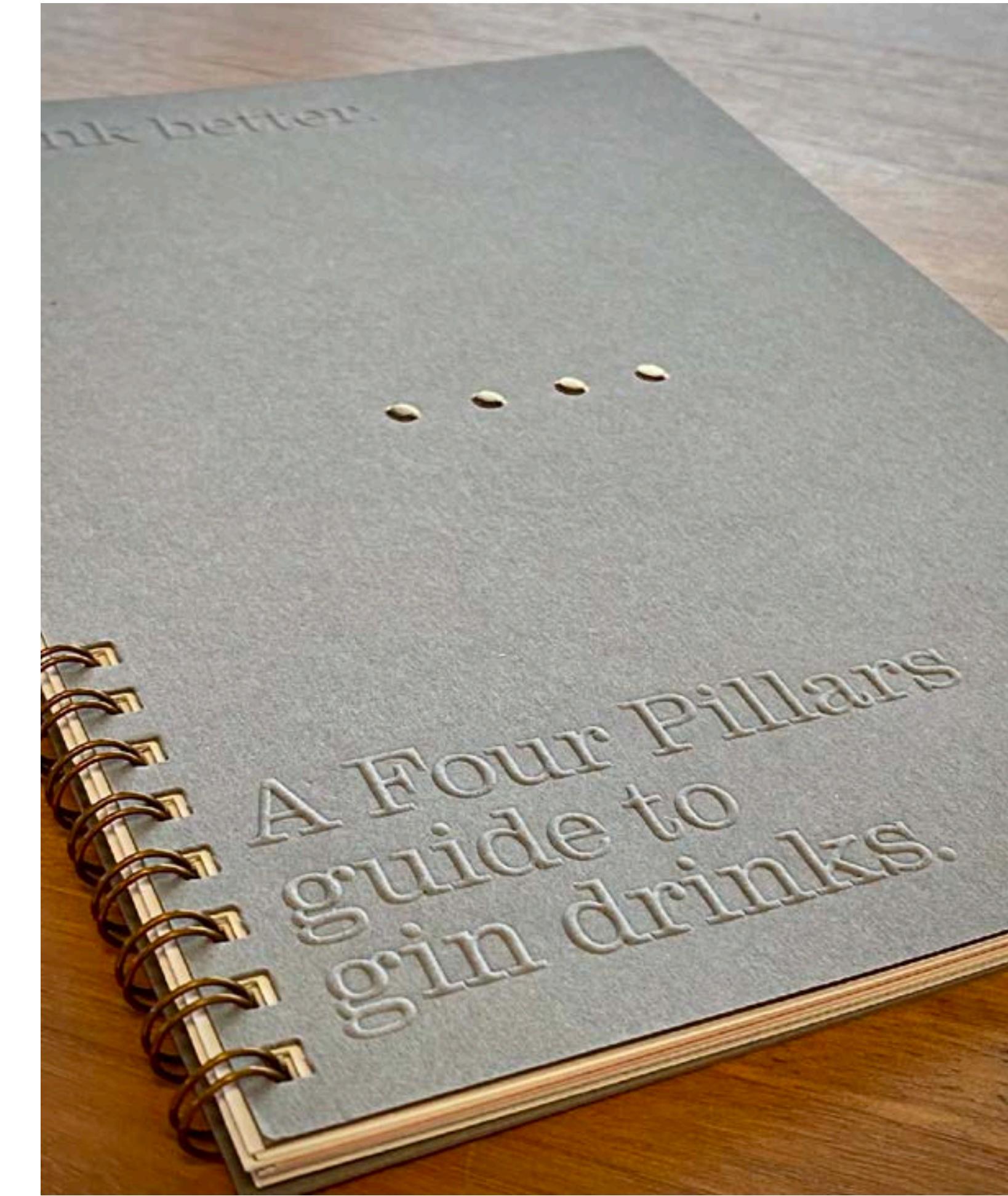




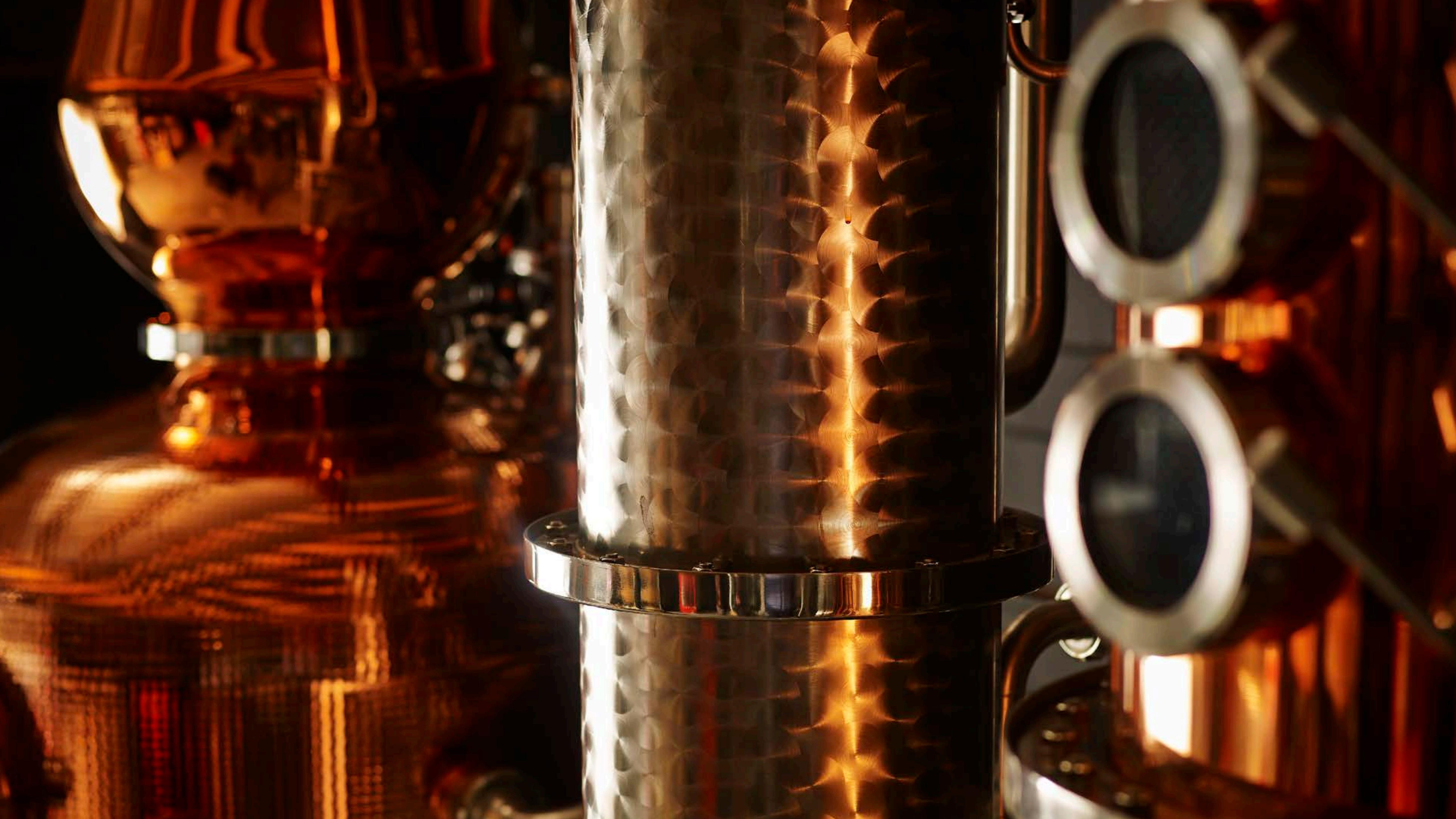








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FOUR PILLARS









EST. 2020

FOUR PILLARS
LABORATORY

SURRY HILLS, SYDNEY









WE'RE OFFICIALLY CARBON NEUTRAL

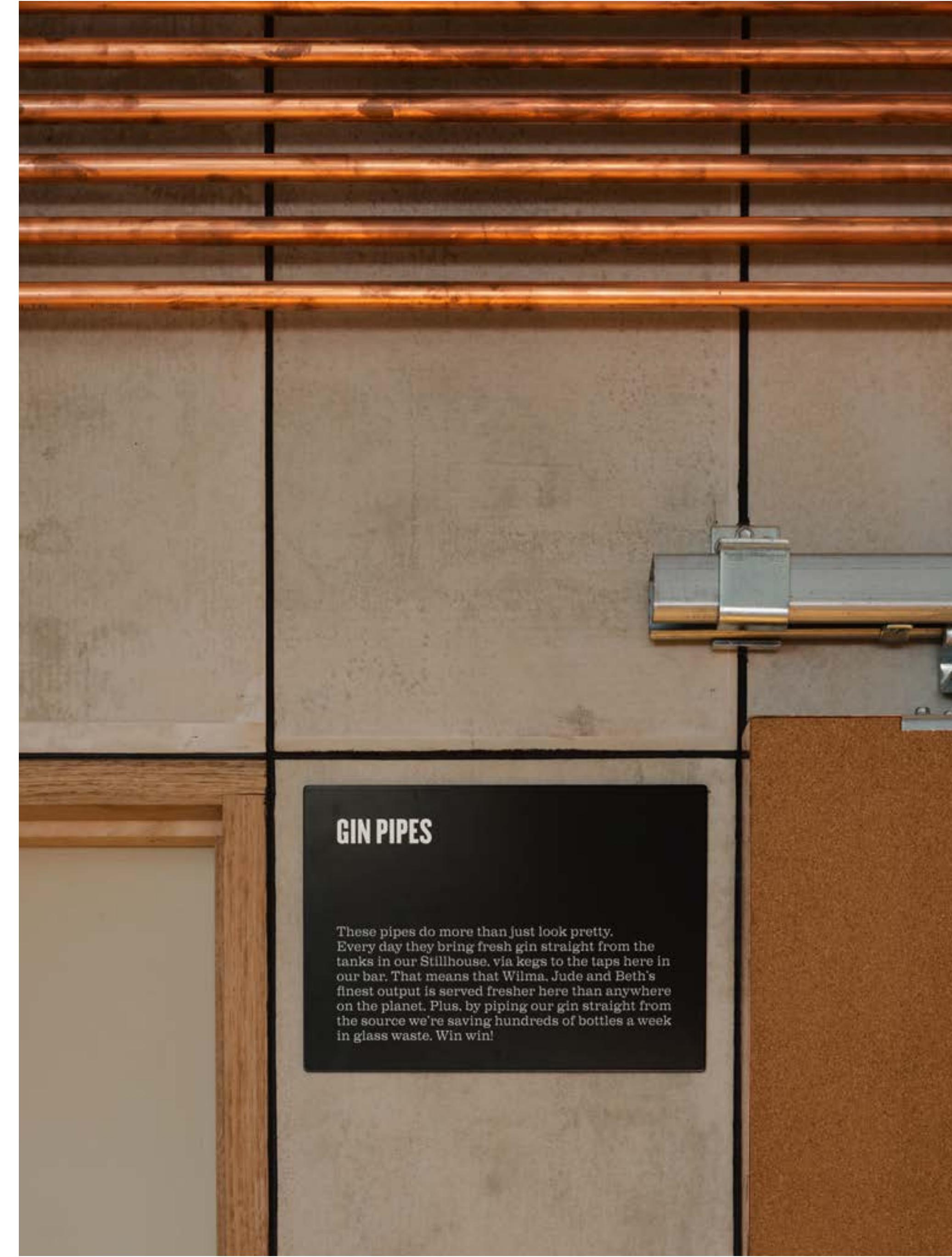
Friends, we've hit a big milestone here at Four Pillars. We are officially carbon neutral!

We're so very proud to share the news and announce that we are the first gin distillery in Australia to achieve carbon neutrality across all our gins bottled onsite (product certification), as well as the entire Four Pillars business (organisation certification).





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Four Pillars Gin

Published by Sprout Social · February 13 ·

Did you know the copper veil that runs around our Healesville Distillery ain't just a pretty fence? It contains 1.6 kilometres of piping to cool and reuse the water from our stills, saving 80 thousand litres of water from going down the drain every single day.

Nobody had ever made one before and, to be honest, we weren't sure it would work until we finished installing it! But as a distillery producing 40% of Australia's gin, we are set on challenging the norm and continuously looking for ways to be kinder to our planet. The copper veil is an important trial in our drought-prone country, and we hope it paves the way for the future of distilling.



216,712
People reached

11,867
Engagements

-

Distribution score

Boost post



1.8K

266 comments 109 shares

9 October 2022



fourpillarsgin
Four Pillars Distillery



Liked by **fourpillarsjames** and **666 others**

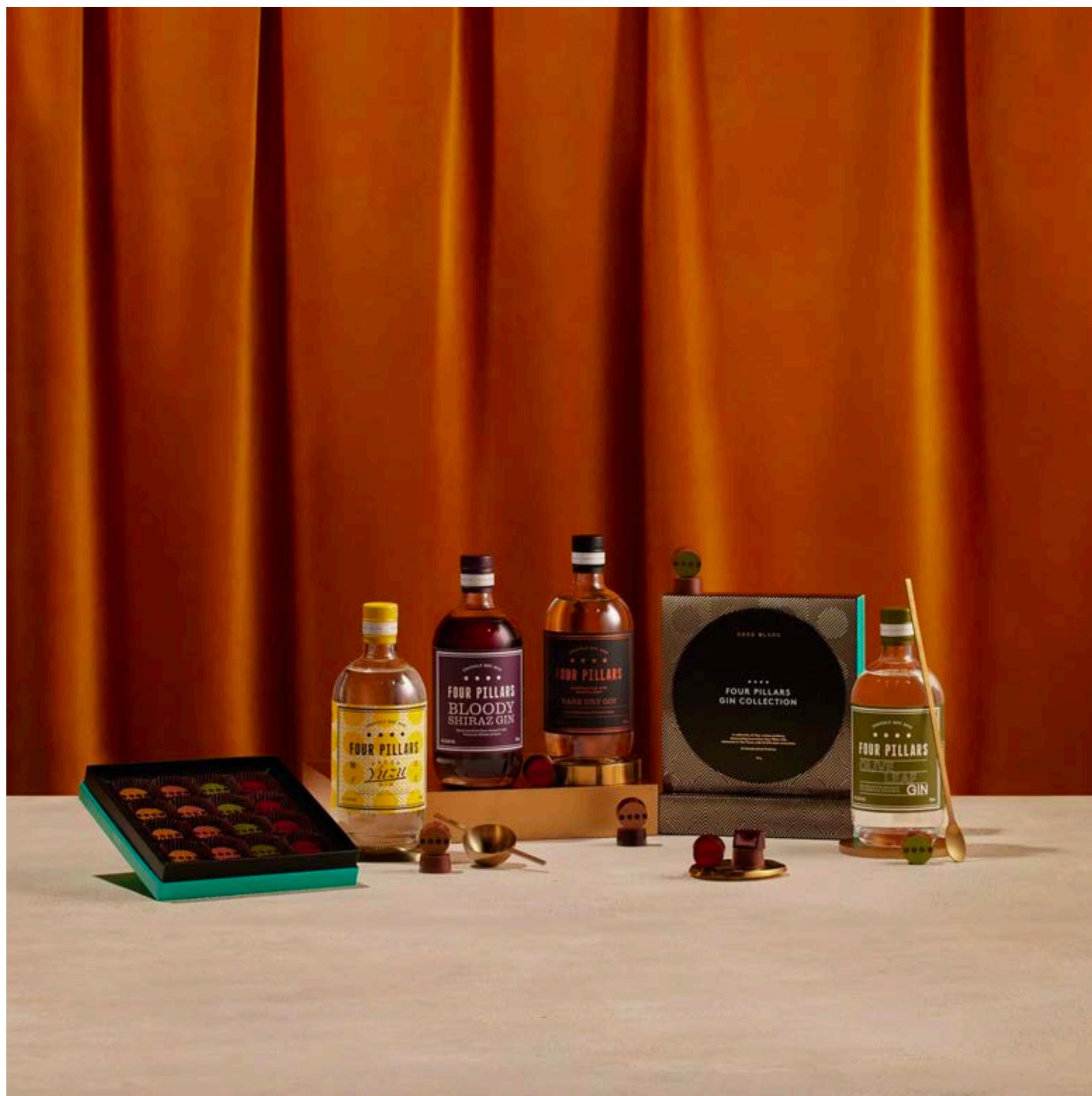
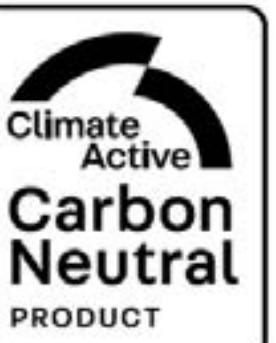
fourpillarsgin We've just fired up our new shiny copper still, Linda, named after the mum of our long... more

• • •

FOUR PILLARS





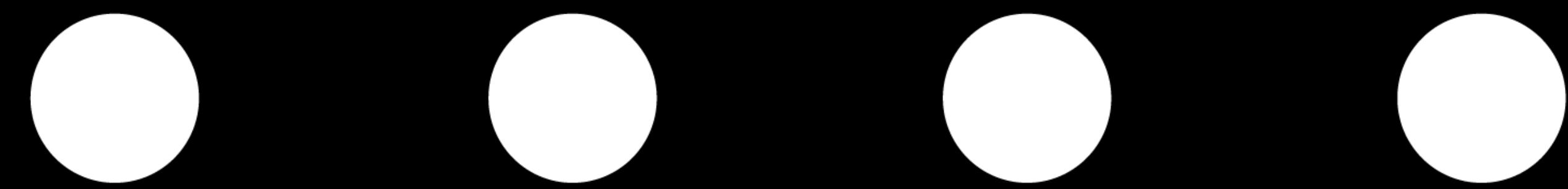


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