

**SOME THEORY.
SOME ACTION GIN.**



• • • •
FOUR PILLARS

WHY YOU NEED TO THINK ABOUT YOUR 'WHY'?



• • • •
FOUR PILLARS

**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

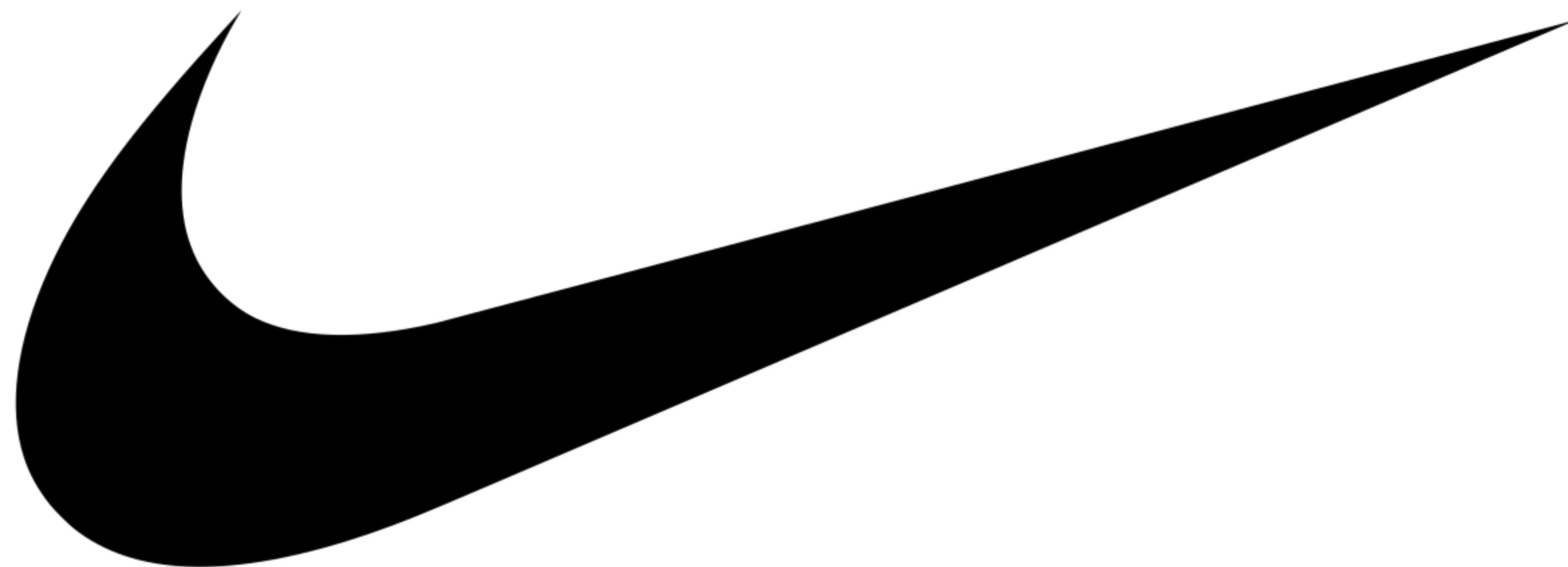


• • • •
FOUR PILLARS

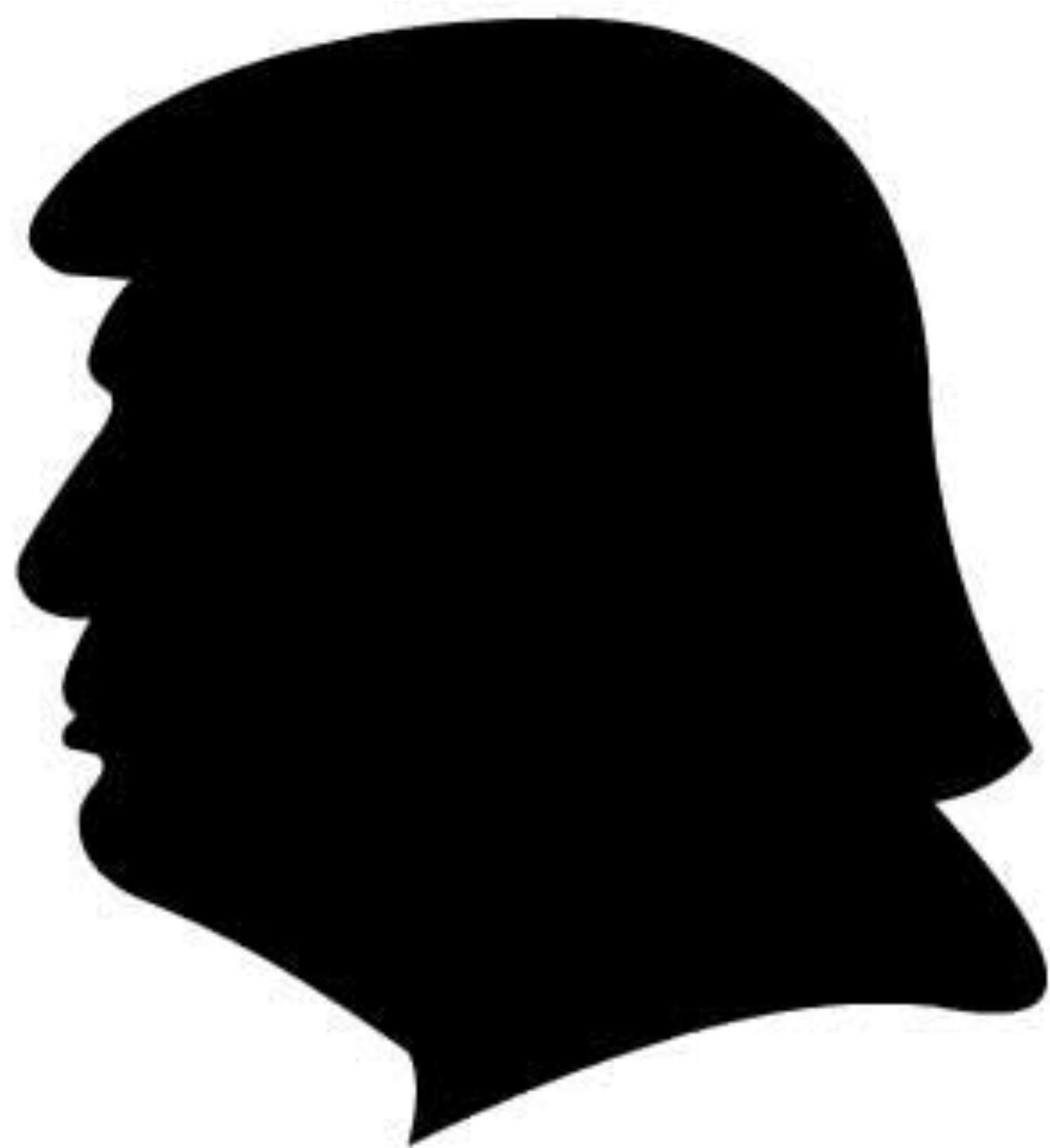
**POSITIVELY
& NEGATIVELY**
PEOPLE ARE BIASED



• • • •
FOUR PILLARS







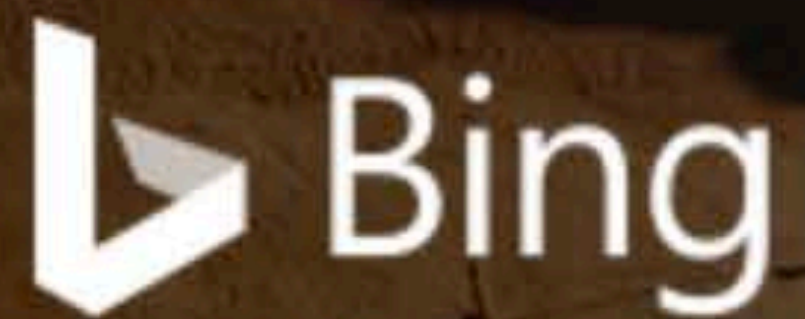




Kaleidoscopic column
Marvellous Moussa In Lebanon

Striking strongholds
Discover world-famous castles

Popular Now
Greek debt crisis · Go Set a Watchman · Wimbledon 2015 · Ashes



why is bing|



why is bing

why is bing **my search engine**

why is bing **so terrible**

why is bing **so**

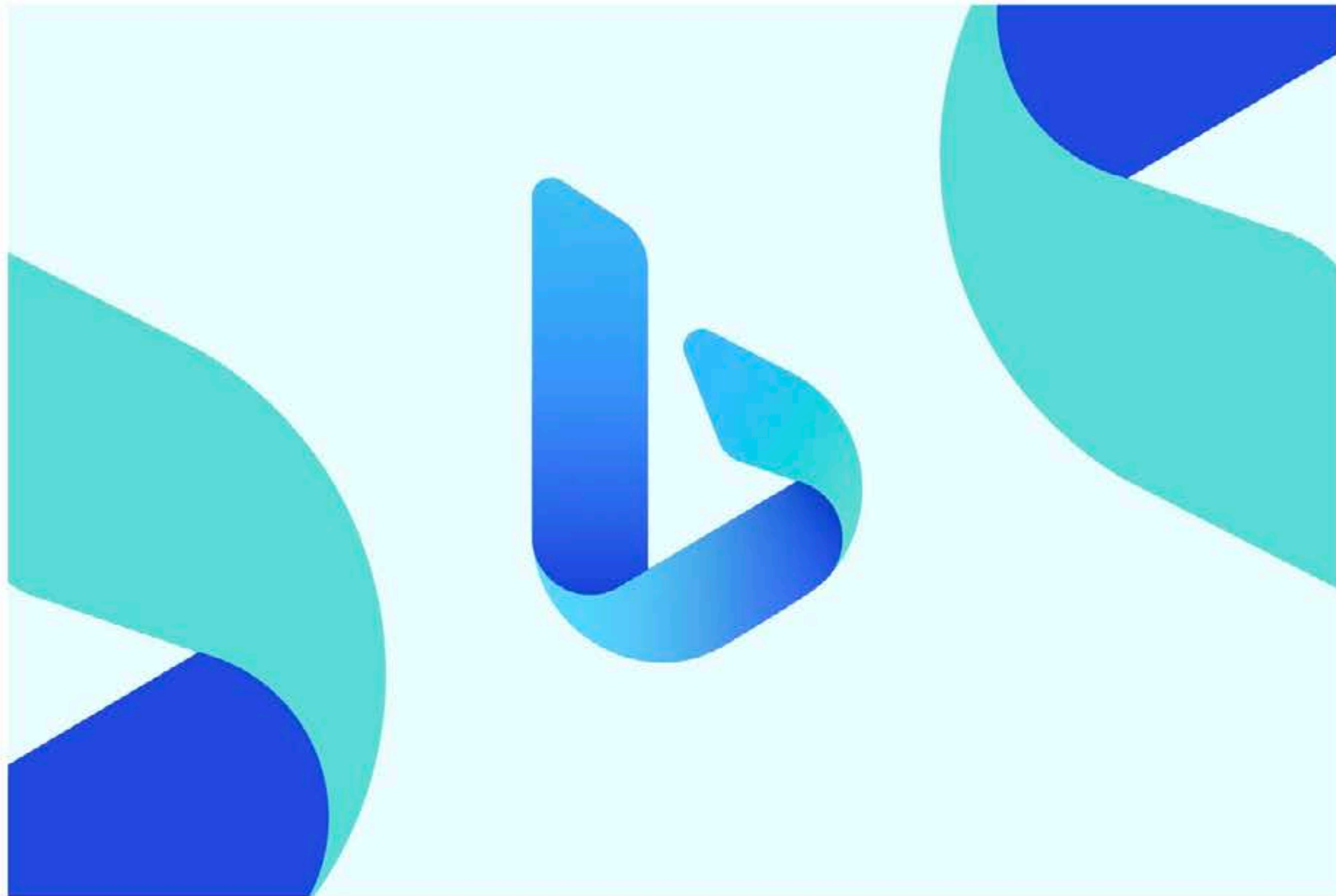
why is bing **my default search engine**

why is bing **so bad**

why is bing **showing**

why is bing **my default**

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



The Verge

/ 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](#)



**POSITIVELY
& NEGATIVELY**
PEOPLE ARE BIASED



• • • •
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



• • • •
FOUR PILLARS

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

**BRAND ARE
BUILT BY
EXPERIENCES**

STORYDOING

+ FRAMING / POSITIONING



• • • •
FOUR PILLARS

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?**

**WHY DO YOU
EXIST MATTER?**

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



MODERN AUSTRALIAN GIN MAKERS

DISTILLING

COCKTAILS

MOD OZ

COMMUNITY



Please

WARNING
HOT
SURFACE





**Four
Pillars**

**Rare
Dry
Gin**



Tonic

Orange









BATCH #677 BOTTLE #

PROUDLY EST. 2013

FOUR PillARS

SMALL AUSTRALIAN
DISTILLERY

— RARE DRY GIN —

Batch distilled in the Yarra Valley

41.8% ALC. / Vol. 700ml







FOUR PILLARS EST. 2013

• • • • •
FOUR PILLARS

SMALL AUSTRALIAN
DISTILLERY

— RARE DRY GIN —

Gin distilled in the Yarra Valley

41.8% A.C. / Vol. 700ml







WATER, JUDE & BETH

PROUDLY EST. 2013

FOUR PILLARS

BLOODY
SHIRAZ GIN

BATCH DISTILLED THEN STEEPED WITH
VICTORIAN SHIRAZ GRAPES

37.8% ALC. / Vol. 700mL





1

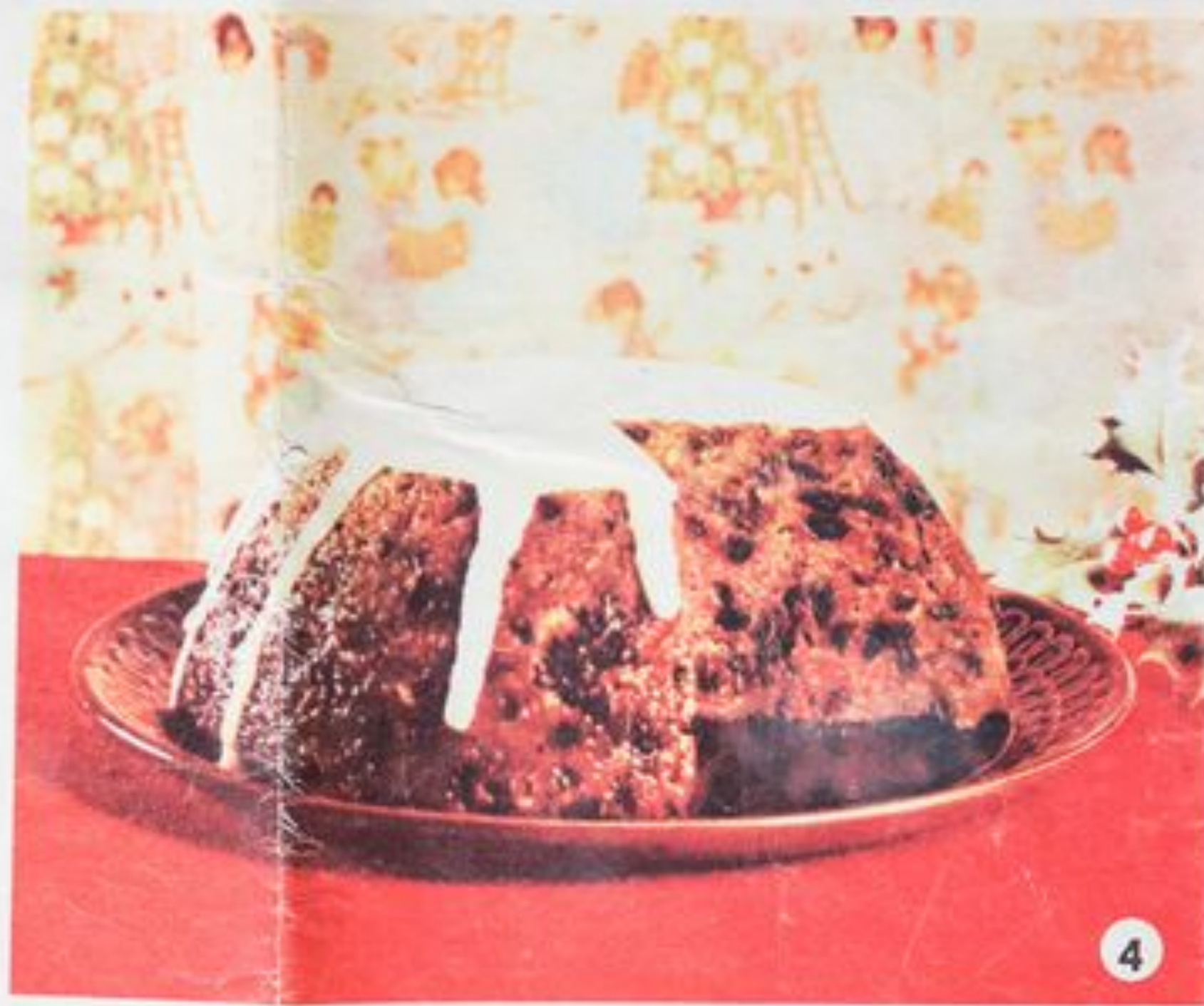


2



3

CHRISTMAS PUDDINGS... continued from previous page



4

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 grated suet |
| 12oz. currants | 3 cups soft white breadcrumbs |
| 10oz. mixed peel | 1 tablespoon mixed spice |
| 4oz. raisins | 1/2 teaspoon nutmeg |
| 2oz. dried apricots | 4 eggs |
| 2oz. glace cherries | 2 tablespoons brandy |
| 2oz. blanched almonds | 2 tablespoons sherry |
| 1 1/2 cups lightly packed brown sugar | 1 pint stout |
| 1 cup plain flour | 1-3/4 cup rum |
| 1 teaspoon baking powder | |
| grated rind 1 lemon | |

Chop all fruit and nuts; add spices and lemon rind. Pour brandy, sherry, and rum over; cover, stand overnight. Sift flour and baking powder, add suet and remaining dry ingredients. Stir in fruit and nuts. Beat eggs, add stout; 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 breadcrumbs |
| 1lb. sultanas | 1 cup plain flour |
| 2oz. currants | pinch salt |
| 4oz. dates | 2 teaspoons mixed spice |
| 4oz. mixed peel | 1 teaspoon nutmeg |
| 6oz. butter | 1/2 teaspoon bicarb. soda |
| 1 cup lightly packed brown sugar | 1 cup brandy |
| 2 eggs | |

Chop fruit, cream butter and brown sugar until light and fluffy. Add eggs

one at a time, beating well after each addition. Stir in breadcrumbs, prepared fruits, and sifted dry ingredients. Stir in brandy, mix well. Place in dry pudding cloth, tie securely with string. Plunge into fast boiling water. Boil steadily 5 hours, replenishing boiling water when necessary; drain and line to store.

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

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 1/2 to 5 hours.

On day of serving steam further 2 hours.

Fork dishes for your buffet par

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, shelled | 1 cup cream |
| lemon juice | 1 tablespoon worcestershire sauce |
| 4oz. butter or substitute | salt, cayenne |
| 2 tablespoons plain flour | 1/2lb. mushrooms, sliced |
| 1 cup milk | extra butter |
| 1/2 cup tomato sauce | 1 cup fine breadcrumbs |

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. Sauté 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.

VEAL PAPRIKA

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

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

and well coated with pan juices. Add chopped onion, cook until soft. Pour in wine, cover, simmer, stirring approximately 1 1/2 hours. Season to taste with salt and pepper. Reheat, but do not add sour cream until reheated. Gently reheat, but do not add sour cream until reheated. Gently reheat, but do not add sour cream until reheated. Serves 6.

CHICKEN A LA KING

- | | |
|-----------------------|---------------|
| 5-8lb. cooked chicken | 1 cup butter |
| 2oz. butter | 1/2 cup flour |
| 4oz. fresh mushrooms | 1/2 cup milk |
| 2 tablespoons flour | 1 egg-yolk |

Remove seeds from finely; slice mushrooms. Slice chicken from bones, cube. Melt butter in saucepan, sauté mushrooms, add and pepper 1 minute; beat, stir in flour. Return to heat, do not brown; add milk, stir until thick, off heat, continue until sauce boils. Season to taste with salt and pepper. Add egg-yolk into sauce with chicken. Keep warm over low heat until ready to serve. Allow to boil. If prepared in advance, do not add cream, and sherry, until reheating the dish to serve.

Hot long-grain rice is perfect accompaniment. Squeeze a lemon into rice, or toss with grated lemon rind, and chopped toasted almonds. Serves 4 to 6.















STILLS: WILMA, JUDE & BETH

PROUDLY EST. 2013



FOUR PILLARS
SPICED
NEGRONI
GIN

41.8% ALC.

BATCH DISTILLED
IN THE YARRA VALLEY

Vol. 700mL



SANTAMANÍA







SERIES No. 02

STILLS



DRY ISLAND GIN
FOUR Pillars x HERNÖ

42.8% ALC.

DISTILLER SERIES

Vol. 700mL









Please

WARNING
HOT
SURFACE

A low-angle photograph of a modern building with a dark, textured facade. The building features a large, illuminated sign that reads "FOUR PILLARS" in large, orange, 3D block letters, and "-DISTILLERY-" in smaller, orange, 3D block letters below it. Above the main sign, there are four orange circular lights arranged in a slightly curved line. The building has a flat roof with a light-colored trim and a large window on the right side. The sky is blue with white clouds, and the sun is visible in the upper left corner, creating a bright glow.

FOUR PILLARS

-DISTILLERY-











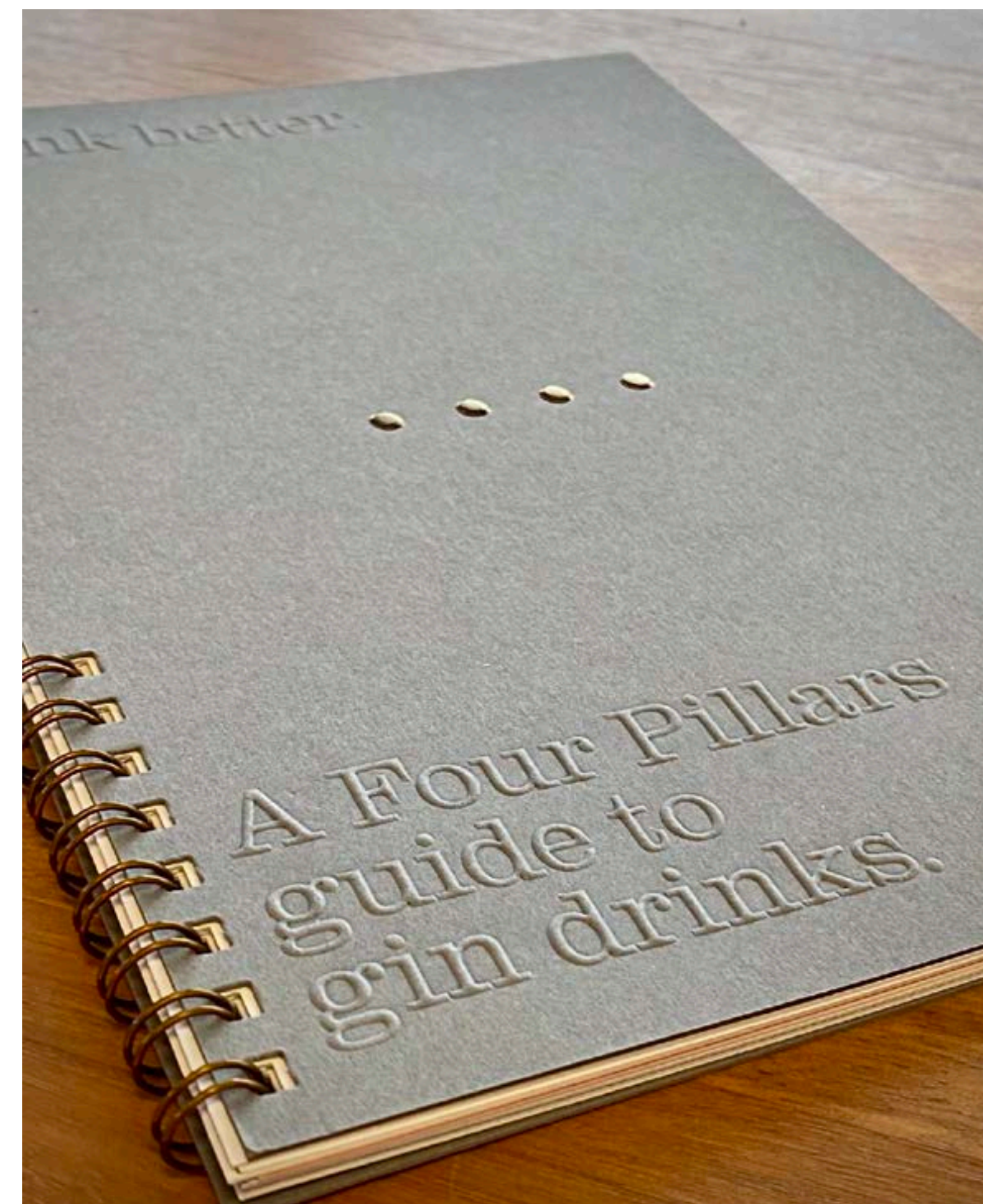


JUDE'S GIN GARDEN

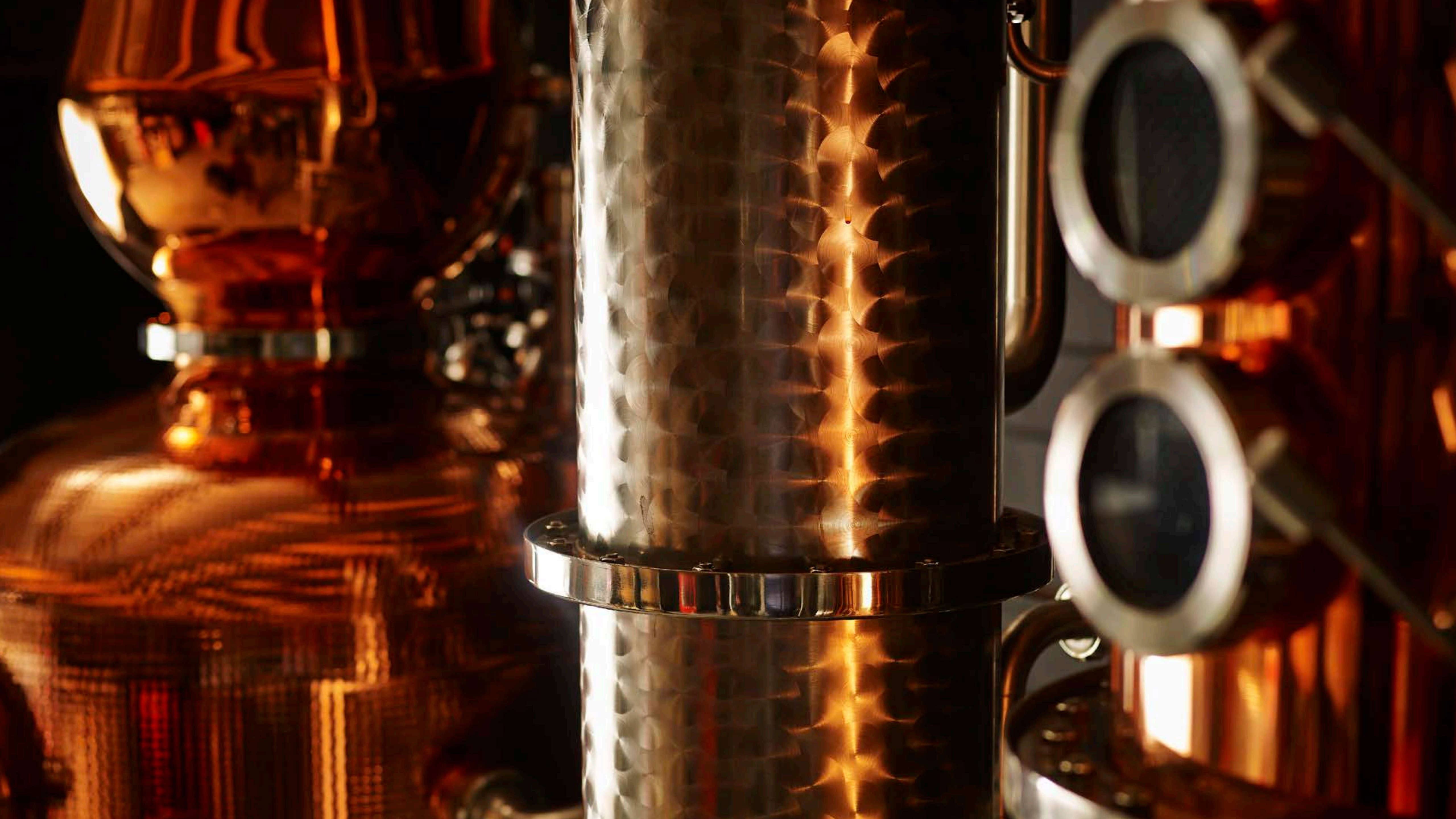
THE BUILDING LINE

When you're looking for a new home, you're not just looking for a place to live, you're looking for a place that feels like home. At Jude's Gin Garden, we've created a space that's both modern and timeless, a place that's both a home and a garden. It's a place where you can relax and unwind, a place where you can enjoy the outdoors and the indoors. It's a place where you can live and love.

At Jude's Gin Garden, we've created a space that's both modern and timeless, a place that's both a home and a garden. It's a place where you can relax and unwind, a place where you can enjoy the outdoors and the indoors. It's a place where you can live and love.



• • • •
FOUR PILLARS







EST. 2020

FOUR PILLARS
LABORATORY

SURRY HILLS, SYDNEY





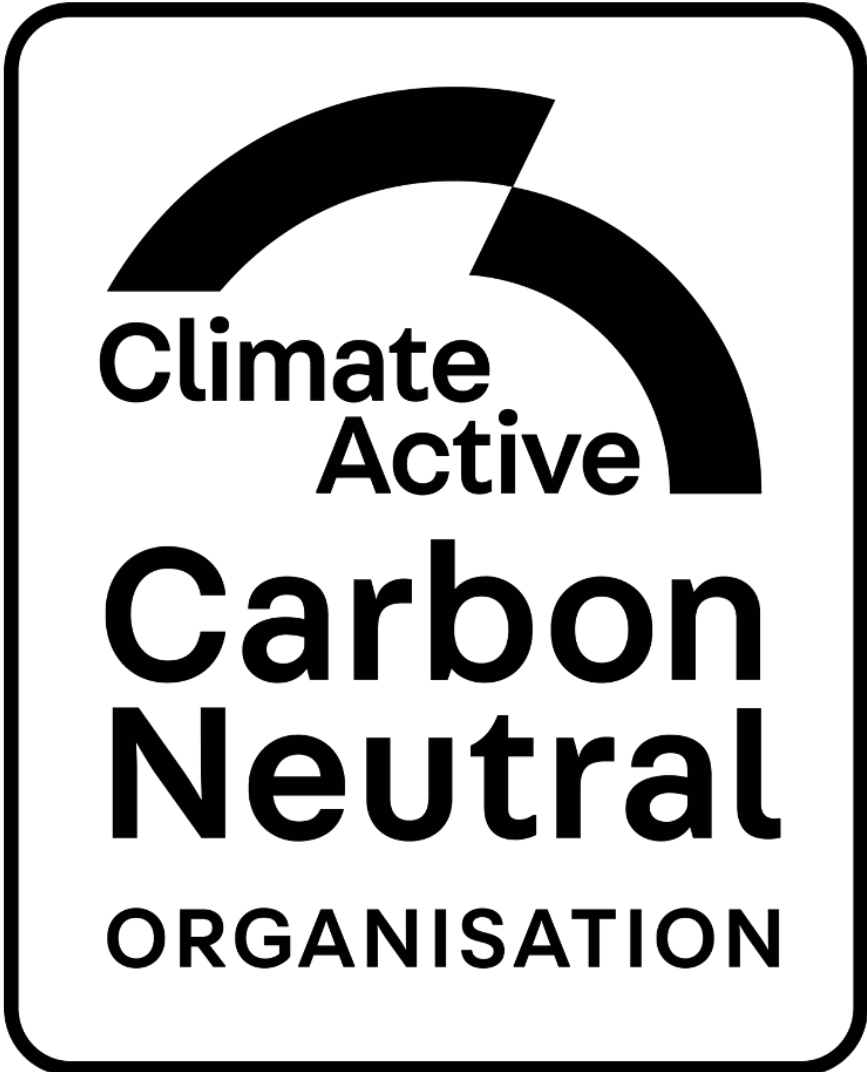


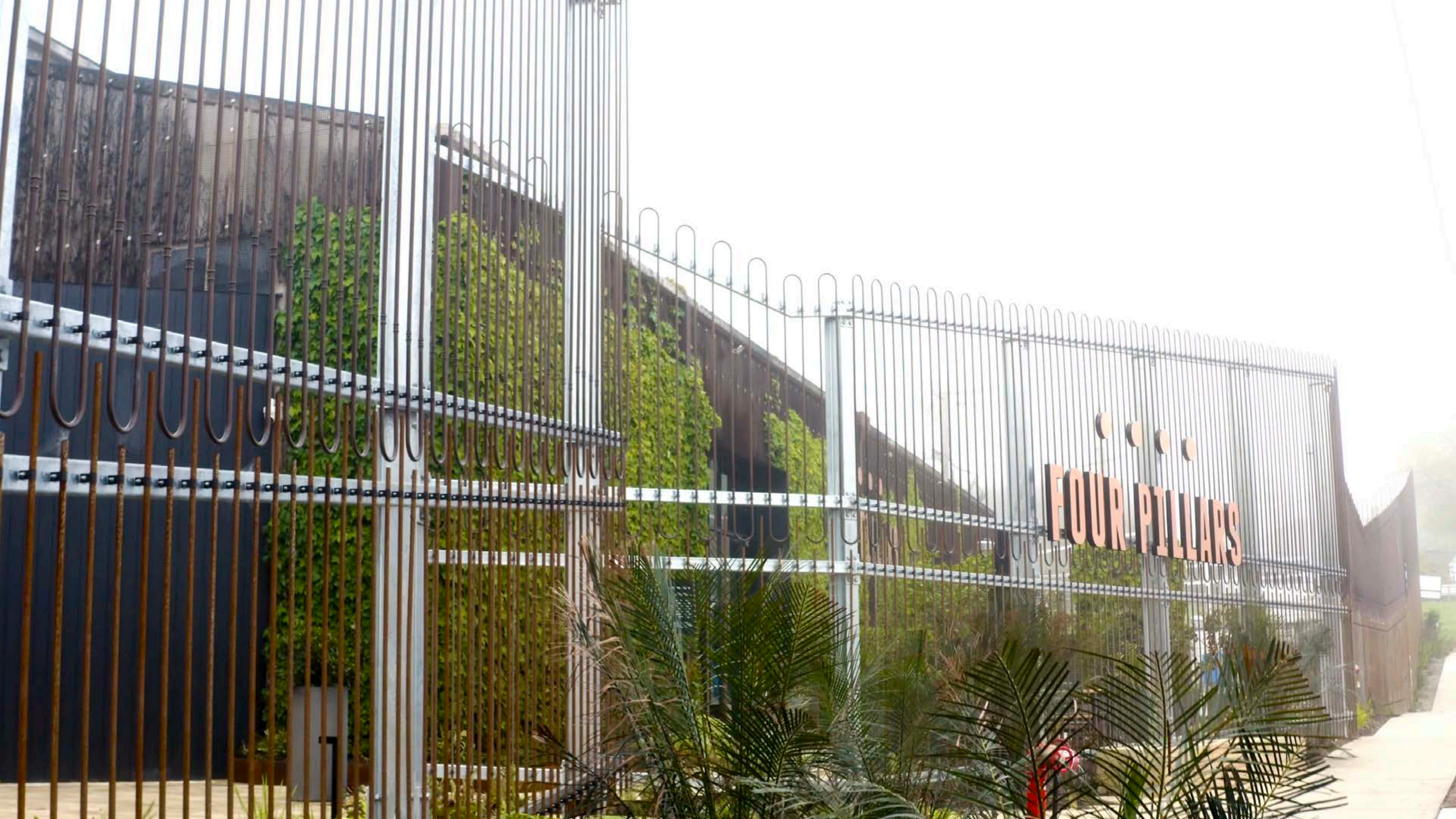


WE'RE OFFICIALLY CARBON NEUTRAL

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).





FOUR PILLARS



GIN PIPES

These pipes do more than just look pretty. Every day they bring fresh gin straight from the tanks in our Stillhouse, via kegs to the taps here in our bar. That means that Wilma, Jude and Beth's finest output is served fresher here than anywhere on the planet. Plus, by piping our gin straight from the source we're saving hundreds of bottles a week in glass waste. Win win!

• • • •
FOUR PILLARS

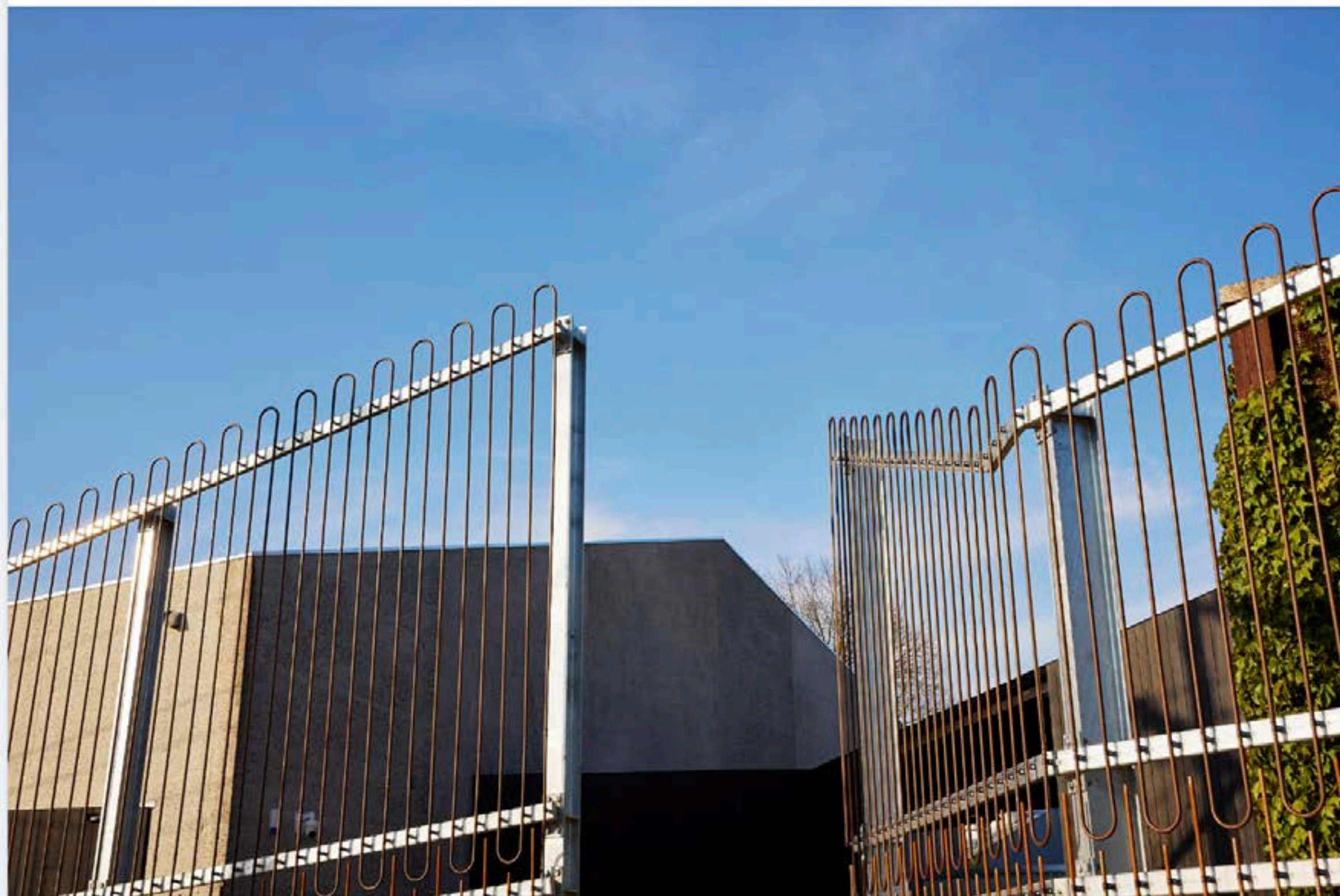


Four Pillars Gin

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





FOUR PILLARS
Green
Apple &
Rhubarb
Gin
FOUR PILLARS
BARNETT'S
VODKA

FOUR PILLARS
Green
Apple &
Rhubarb
Gin
FOUR PILLARS
BARNETT'S
VODKA



• • • •
FOUR PILLARS





• • • •
FOUR PILLARS

BLOODY *Midwinter* GIN FEST

• • • •
FOUR PILLARS
- DISTILLERY -

YAKIMONO

DESSOUS

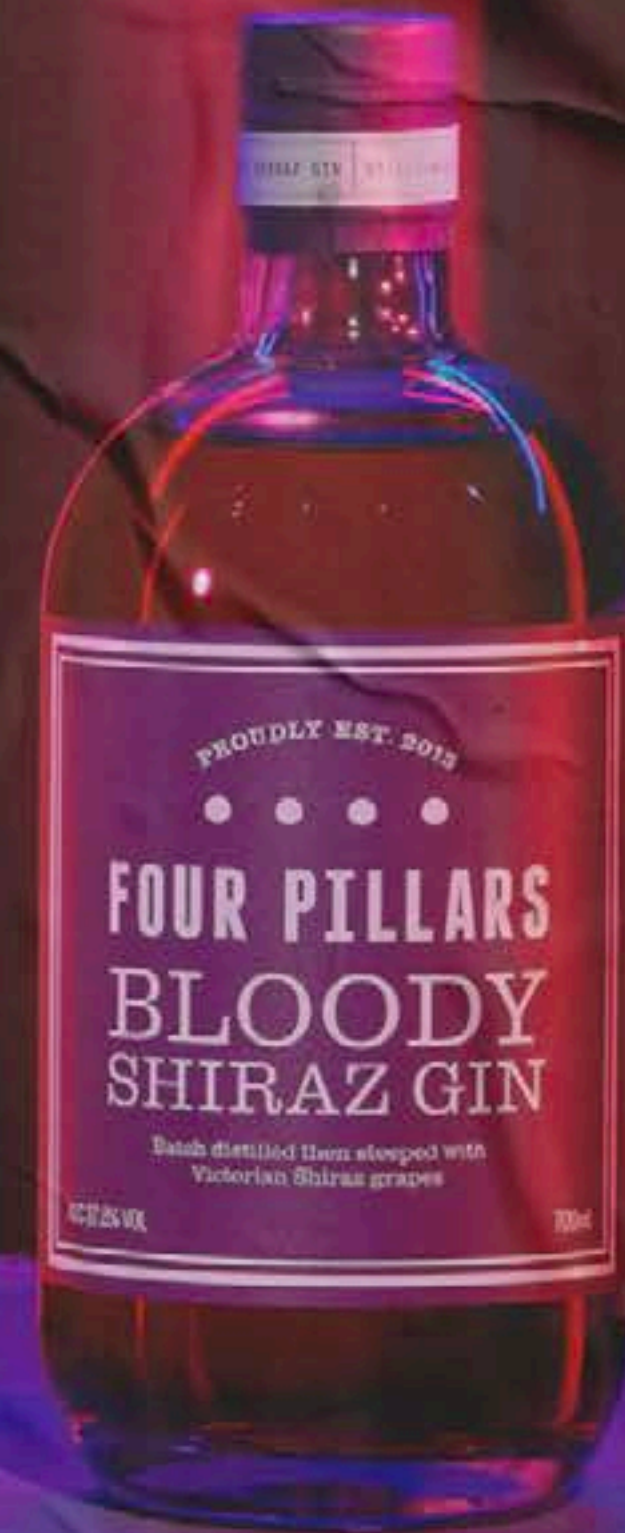
GOLDI
LOCKS



FPGIN.CO/GINFEST

Get the facts
Drink
Wise.
org.au

• • • •
FOUR PILLARS



FPGIN.CO/GINFEST

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Drink
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