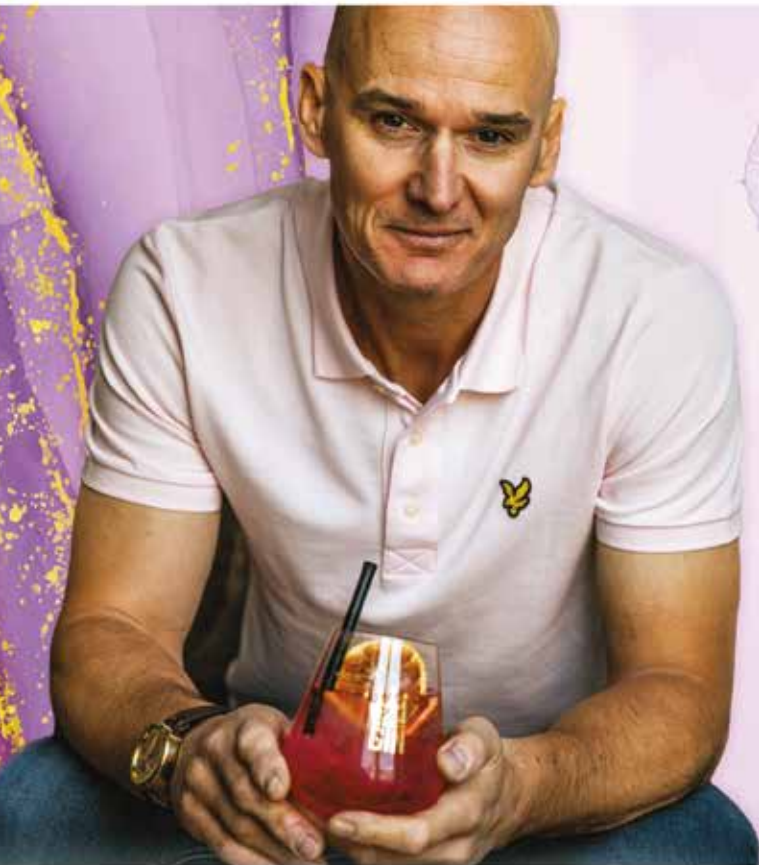


EXCLUSIVE

S72, THE GIN WITH ATTITUDE BY STEFAN EVERTS

# S72 MAGAGINE



Renewed Taste in a  
**NEW BOTTLE**  
now in store  
Discover the story  
behind the design.

**COMPLETE HISTORY OF S72**



*THE CAFE RACER*



*S72 COCKTAIL RECIPES*



*NUMBER 1 SHAPED BOTTLE*

ISSUE 2023

WWW.S72GIN.COM

ROWAN BERRY



JUNIPER BERRY

ELDERFLOWER



GINGER



BOTANICALS OF  
572 GIN  
'THE LEGEND'



CORIANDER



HEATHFLOWER

VIOLET



FRESH  
LIME



LE-  
GIN!  
-DARY



# WELCOME TO THE S72 MAGAZINE



"IN MOTOCROSS, 'S72' IS A HOUSEHOLD NAME. EVERYONE, BUT REALLY EVERYONE, KNOWS WHO THAT REFERS TO. BORN IN '72, THE MAN WHO WAS THE FIRST, AND IS STILL THE ONLY PERSON, TO EVER WIN 10 MOTOCROSS CHAMPIONSHIP WORLD TITLES. A TRUE LEGEND, A TRUE BRAND."

IN ADDITION TO MY NUMBER 1 PASSION THAT IS MOTOCROSS, GIN HAS ALSO BECOME A VERY BIG PASSION AND PART OF MY LIFE. OBVIOUSLY MY FAMILY COMES FIRST, MY WIFE AND 2 CHILDREN ARE HEAD AND SHOULDERS ABOVE ALL ELSE, I AM A REAL FAMILY MAN!

FOR YEARS I HAVE BEEN STRIVING FOR THAT UNIQUE FLAVOR THAT OUTSHINES OTHERS ON THE MARKET. OUR VARIOUS AWARDS AND TASTING TESTIMONY'S FROM RENOWNED JURORS ARE PROOF OF THIS. WE HAVE SUCCESSFULLY LAUNCHED MANY PRODUCTS IN RECENT YEARS, HOWEVER THIS YEAR I WANTED AN ITEM THAT REFLECTS MY TRUE PERSONA AND EXCITING CAREER. THIS ALL BECOMES TRUE IN MY NEW BOTTLE. THE S72 GIN 'THE LEGEND' NO. 1 BOTTLE.

- STEFAN EVERTS

This magazine is also available  
online via this code:

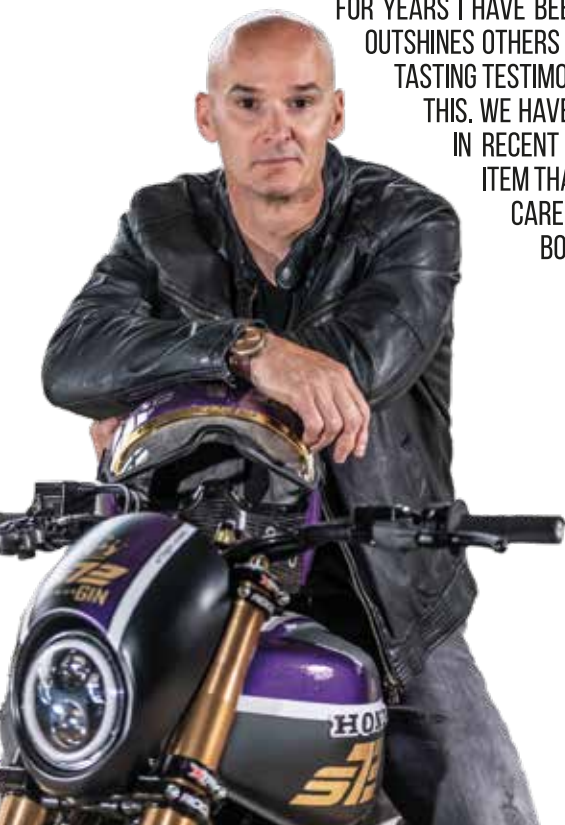


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#### EDITORIAL

EDITOR Stefan Everts  
ART EDITOR Thomas Vierstraete | duckface.be  
CONTRIBUTORS Cindy Cravillon, Fabio Bacchi  
IMAGE CREDITS: Gino Maes, Gary Freeman  
Contact & Advertising: maga@s72.com





# S72 CAFE RACER

## THE GIN DEVIL

BUILDING A CAFE RACER WAS SOMETHING THAT HAD BEEN ON STEFAN'S BUCKET LIST FOR YEARS.

### FRAME & CHASSIS



### ENGINE



4 CILINDER 4 STROKE



Engine prepared & painted by S72 & René Oberkersch



Modified airfilters

### BRAKES



Moto-Master Brake disc systems, flame 320mm 5mm, Suzuki GSX-R 600/750



Front brake pump CB 750 Honda modified, lever Hayabusa modified, brake cables probrake steelflex custom made. Hayabusa dual caliper (first generation) Tokio 6 piston



Rear brake pump RMZ450 factory, brake pedal Honda CB750 modified, brake cable probrake steel flex custom made

### SUSPENSION











Front fork Suzuki Hayabusa



Special rear shocks






Fork protection KTM SXF250 2021 (modified) with special made adapter fitting to the fork

-  STD custom modified
-  Changed Subframe - battery holder - rear brake - foot pegs - steering stopper
-  Sandblasted & painted by Marko Roggensack Lackiercenter Gerd Handel, Güstrow
-  Handmade chain guard, regina chain PN: 530 / 136ZRT
-  Side stand shorted and bend
-  Rear fender customized
-  Side panels handmade
-  Front sprocket made from 2 sprockets, move 5mm to the outside



## HANDLE BAR



-  Triple clamps Xtrig ROCS tech 87000035 Yamaha caferacer Black
-  Modified throttle house and cable RMZ 450 factory
-  Front Brake Honda CB750 modified, lever Hayabusa modified, caliper Hayabusa nissen
- Handle bar original KTM SX 2019 necken
- Clutch hydraulic Magura HYMEC system, lever Magura MX RMZ 450

## ELECTRONICS





By Matthias Kiel

-  Headlight LED
-  Rear light LED
-  Motogadge multifunctional instrument speedometer LED display, time, voltage, 4 indicator lights

## TYRES





-  Rear Continental 180/55 B17 M/C 73Q
-  Front Continental 120/10-17 M/C 58Q

## THE GIN DEVIL MODEL: HONDA CB 1980

Overall Design: Piranha & S72  
 Custom painting: Piranha (tank - panels - rear fender - fork protectors - lamp holder)  
 Special thanks to: René Oberkersch, Marko Roggensack, Matthias Kiel, Werner Speeckaert, Moto-Master, Regina, X-trig, Owart Helmets, OCD Painting, MC-Machines

## EXHAUST



-  Front part STD CB 750
-  Silencer RVS laser cut custom made, optic MOTOGP inspiration

# NEW BOTTLE RENEWED TASTE



## THE NR 1 SHAPED BOTTLE

The S72 Gin 'the Legend' has been an established value in the world of gin since 2017. Six years later, the delicacy that sprang from the brain of ten-time world motocross champion Stefan Everts gets a completely new look: a bottle in the shape of the number 1.

Stefan Everts had been toying with the idea of a new, striking bottle for some time. The ball really started rolling when he sat down with designer Troy Lee. The ten-time world champion, who had already worked with the designer in his career as a motocross racer, asked the American to design a new bottle. Troy Lee came up with the idea of a bottle in the shape of the number 1. A reference to the many first places that Stefan Everts achieved in his richly filled career (ten world titles, 101 GP victories).

"I am very satisfied with the end result," says Stefan Everts. "This bottle really catches the eye. And I also like the link with my victories. In my career I always wanted to be the best. With my gin too."

## THE IDEA BEHIND THE DESIGN:

- **The Nr. 1** : Stefan is and still remains the Nr. 1 in motocross. Even though they came close, he is still the record holder with 10 world titles.
- **The laurel crown** surrounding the logo. A reference to the many victories Stefan was allowed to achieve in his career.
- **The crown with the number 72.** The well-known logo of S72 Gin. 72 referring to Stefan's year of birth and the race number he drove in the last years of his career. This number may even only be pinned by Stefan's descendants.
- At the bottom: **10 stars**, the 10 world titles won.
- **Quote** on the right side, Stefan's written life motto. A thinker. It's about always looking ahead and no obstacle is too big to overcome.
- **Signature of the bottle's initial designer**, Troy Lee on the left side.



- At the back, **Stefan's profile with gold crown**. After winning his 10th world title and also the year of his retirement, he was celebrated and put a golden crown on his head. On the same side you also find **the botanicals** of the S72 Gin 'the Legend' and a 'taste' note that the jury members of an international competition wrote about this gin.

- At the top of the bottle neck: a **replica of the former fuel cap**.



SCAN ME to buy  
S72 Gin 'the Legend'  
online





# THANK YOU FOR ALL YOUR FAN PICTURES



Send us your #s72ginbystefaneverts fan pictures! #s72gin (Facebook)



Have you got beautiful #s72ginbystefaneverts fan pictures and would you like to share them with the S72 community? Keep on sharing yours, maybe they'll end up in the next S72 MagaGINe :)



# IT ALL STARTED IN 2016

## THE FULL STORY

Of the S72 spirits started in 2016. My dad had to deliver something to the Limburg distillery Massy. After a brief chat, he told them I have a strong interest in gin and have quite a collection. The reply he got was that as a distillery, they produce a lot of 'private label' gins in small batches.

My curiosity was piqued. So, I made an appointment and asked if I could make my own gin, as a business gift. And that is where the story begun...

After a few months of 'sampling', I got stuck. I couldn't find the taste I was looking for. My ambition is to create my own flavour, one that you can just pick out from the rest. After a visit to an Italian sponsor, where I was offered a violet-flavoured sweet, the decision was made. The base flavour would be violet.



**2017**  
CARDBOARD PACKAGING

**2016**

FIRST GIN BOTTLE  
FEATURING A YELLOW COLOUR



**2017**

OPENING OF THE WEBSHOP



**2017**

A NEW BOTTLE  
WITH A NEW DESIGN



**2017**

S72 BRAND  
TAKES SHAPE



**2017**

'COPA' S72 GLASSES  
+ CARDBOARD PACKAGING



**2018**

A NEW PRODUCT  
THE S72 VODKA  
WITH VIOLET FLAVOUR



**2018**

A LIMITED HANDMADE  
BOTTLE COOLER  
FOLLOWED



From a fantastically well-received promotional gift at my Suzuki team's team presentation (hence the original yellow colour) to a burgeoning product on the spirits market.

## 2019

Further growth of the S72 brand with a new, larger bottle. A bottle that exudes more class.

The end of the year saw the arrival of its big brother, the limited edition 3 litre bottle.

Inspiration for our creative mind, another S72 fire extinguisher and a jerry can were created. Both in very limited quantities.

## 2020

The tone has been set. August 2020: The new gift boxes arrive, The 'tinned biscuit boxes

from grandma's time' filled with our delicious S72 Gin, a unique 'copa' glass and a tonic.

**Autumn 2020:** the little brother expands the family: the 35 cl bottle.

A unique collector's item makes its appearance: the S72 Gin Motocross Helmet.

## 2021

**March 2021:** The new S72 Vodka bottle is introduced. Same flavour, but a new bottle in the line of the S72 Gin bottle

**April 2021:** Our S72 Gin is awarded a silver medal at the 'London Spirits Competition'. We are consequently extremely proud of this wonderful award.



## 2020

NEW GIFT BOXES ARRIVE. THE 'TINNED BISCUIT BOXES FROM GRANDMA'S TIME'



## 2019

A JERRY CAN WAS CREATED IN VERY LIMITED QUANTITIES



## 2018

A CREATIVE PERSON RECYCLED OUR BOTTLES INTO FULL-BLOWN LAMPS



**Spring 2021:** A brand new gift packaging. The 'S72 Vodka in the Mix', a 50 cl S72 vodka bottle, 3 Red Bulls and a 5 cl pourer.

**August 2021:** Our S72 Vodka is also awarded a medal. A bronze medal was awarded at the World Spirits Trophy 2021.



2021

S72 VODKA IN THE MIX GIFTBOX

2022

THE S72 BUBBLEGUM GIN A DREAM COMBINATION !



2021

THE NEW S72 VODKA BOTTLE IS INTRODUCED



2021

A LITTLE BROTHER EXPANDS THE FAMILY: S72 GIN 35CL

2019

THE LIMITED EDITION 3 LITRE BOTTLE



2021

THE S72 VODKA & GIN MEASURED POURERS

# 2022

LAUNCH OF THE  
S72 GIN 'BUBBLEGUM'  
GIFT BOX AND GLASSES

## 2022

Launch of the S72 Gin 'Bubblegum'. A whole new flavour, with a bubblegum taste (of course). All that in a, in our opinion, 'cool' bottle. Followed by the S72 Gin 'Bubblegum' Gift Box and Glasses.



## 2023

A renewed taste in a new bottle: the S72 Gin 'the Legend' is now bottled in a number 1 shaped bottle. Read more about the design in this MagaGINE on page 6.

# 2023

THE GIN BOTTLE GOT A  
COMPLETE NEW LOOK



AVAILABLE ONLINE

The S72 Gin G-case limited at 72 pieces - containing a bottle of S72 Gin 'the Legend', a S72 Gin 'the Legend' Glass, a gin pourer and an exclusive race shirt - was sold out in less than 2 weeks.

# 2023

A JERRY CAN  
WAS CREATED  
IN VERY LIMITED  
QUANTITIES



SOLD OUT

# 2023

NEW S72 GIN 'THE LEGEND'  
GLASSES ARE LAUNCHED



# CENTAUR SPIRIT

VIOLET REMAINS THE CHARECTERISTIC INGREDIENT IN S72 GIN 'THE LEGEND' FROM MOTOCROSS CHAMPION STEFAN EVERTS

## S72

BY FABIO BACCHI

is a household name in motocross. Truly everyone knows who it refers to. Belgian Stefan Everts was born in 1972, and to date is the only professional rider to win 10 motocross world titles. A true legend, and a brand. "When I retired from

motocross, the promoter assigned me the rider number 72 forever," explains Everts. "Only my son, Liam, can wear this number at the world championship. I want to expand the S72 brand further. Where? In the world of spirits. My ultimate goal is a wide range of S72 products."

Stefan Everts' passion for spirits was born when meeting another Belgian athlete, Filip Meirhaeghe, during a show on Belgian television. A European and world champion cyclist and mountain bike silver medallist at the Sydney Olympics in 2000, Meirhaeghe is also passionate about spirits and distillation. It was 2012 and after that meeting, Stefan Everts threw himself headfirst into reading up on gin and distillation and expanding his knowledge of spices. "A new world opened up for me!"

After hanging up his racing helmet in 2006, gin was the first thing, second only to his sport, that attracted the interest of the champion. Everts collected gin from all over the world and tasted it, but his vision was to produce a gin that had a unique flavour. It was a very exciting and experimental time.

The S72 spirits project began to take shape in 2016. Stefan's father, Harry, also a four-time world champion, was familiar with the Massy



STEFAN EVERTS IN ACTION AT THE 2006 GPMX IN AGUEDA, PORTUGAL. (PHOTO CREDIT: PLONS).

THE FIRST RELEASE OF S72 APPEARED IN 2016, A GIN INFUSED WINTER HEATH, A VERY COMMON LOCAL BOTANICAL IN HOUTHALEN. THE COLOUR OF THE GIN WAS YELLOW, TO PAY HOMAGE TO THE COLOURS OF THE SUZUKI TEAM STEFAN WORKED WITH AT THE TIME.



was looking for a flavour that would clearly distinguish his gin from the rest of the market. During one of his frequent trips to his sponsors in Italy, he tasted a violet sweet. It was a revelation and he decided that his gin would be distinguished by the flavour of violet. Another important flavour would be that of Chinese tea.

In March 2017, the first batch of 200 bottles was produced which Stefan intended to use as a gift for sponsors and friends. The positive feedback received convinced Stefan to launch his gin, which was introduced to the market on 1 June 2017. The new bottle was produced by the Vetro Elite company from Treviso. On the bottle (Vetro Elite's

Denver model) the colour purple stood out, a very significant colour for Stefan Everts, as well as the logo and an image of him in action.

In 2018, Stefan launched his violet flavoured vodka. In 2019 the S72 bottle became wider, and a limited edition 3-litre magnum was introduced. S72 Gin, with an ABV of 43%, is a distilled gin with a profile where the dominant violet sets it apart from the rest of the market. It is a Gin that focuses heavily on floral richness, with a clearly distinctive botanical body, that is easy to drink and remember, smooth and elegant.

Everts imagined in his legendary gin the smoothness and style that was a feature of his racing. As a result, it is very important to choose the right tonic for a G&T. The botanical body consists of juniper

distillery in Houtalen-Helchteren, Belgium, specialists in private label small batches with 110 years of experience. Harry explained to them that Stefan had a passion for spirits and after a short chat and meeting, the project came to life. However, Everts envisioned a product that could be regarded as a business gift for his sponsors.

An ambitious man, Everts



berry, coriander, fresh lime, orange peel, ginger, violet blossom, rowan berry, heath flowers and elderberry.

Stefan Everts loves spending time in the distillery's infusion room – like a kid in a candy shop. That is how a very distinctive limited edition was created, a curious and fashionable version of S72 Gin flavoured with bubble gum and a 40% ABV. All special releases are packaged in an elegant metal box. In 2021 S72 Gin won the Silver Medal at the London Spirits Competition.

As part of the project Everts considered the importance of his gin in blending and brought in Belgian bartender Kwinten Ghysens to create some drinks. The signature

recipes of S72 Gin all have names related to motocross jargon.

In his DNA Stefan Everts has the passion needed to reach the top of his every goal, an ambition that seems to be reflected in his last name reminding us of the highest mountain on earth.



STEFAN EVERTS IN ACTION AT THE 2006GPMX IN ERNEE, FRANCE. (PHOTO CREDIT: PLONS)

## NEW ONLINE S72 STORE & TASTE LOCATOR

FIND PHYSICAL **STORES AND PLACES**  
IN YOUR NEIGHBOURHOOD  
WHERE THEY SELL AND SERVE THE S72 SPIRITS



[WWW.S72GIN.COM](http://WWW.S72GIN.COM)



"have you  
already tried  
my cocktails?"



### the Bubble Gum



5 CL. S72 GIN 'BUBBLEGUM'  
10 CL. FEVER-TREE RASPBERRY & RHUBARB

SOME ORANGE PEELS • SLICE OF ORANGE

### the RED Plate



4 CL. S72 GIN 'THE LEGEND'  
4 CL. CAMPARI  
4 CL. CHAMBORD

2 RASPBERRIES • 2 VIOLET FLOWERS

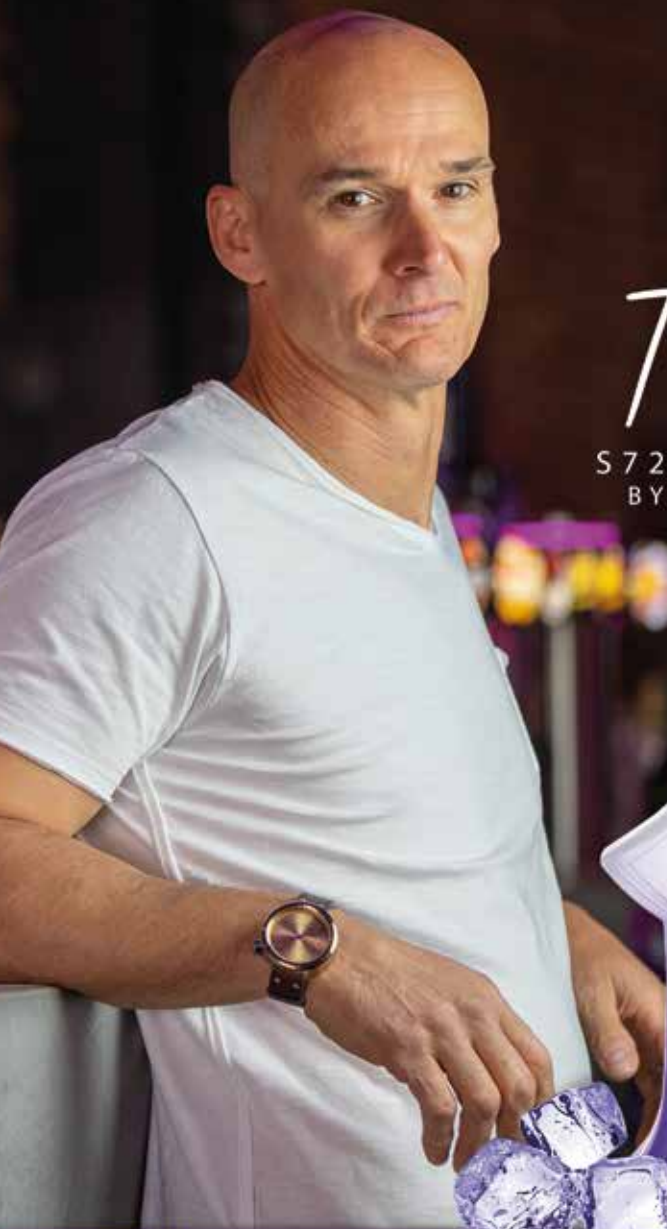


SCAN ME to get  
direct access to  
the Cocktail page  
on our website.



*The Legend*

S72 PREMIUM GIN  
BY STEFAN EVERTS



READ OUR STORY & SHOP AT  
[WWW.S72GIN.COM](http://WWW.S72GIN.COM)