

# Discover NEW

# HENDRICK'S *Flora Adora*

ENTICINGLY FLORAL,  
UTTERLY REFRESHING

A LIMITED EDITION

Hendrick's FLORA ADORA is a new limited release Gin from Ms. Lesley Gracie's Cabinet of Curiosities.

- Crafted by esteemed Master Distiller, Ms. Lesley Gracie, who was inspired by the lush and fragrant Scottish flowers favored by important pollinators, like bees and butterflies.
- Combines Hendrick's signature base of rose and cucumber with an additional blend of floral botanicals.
- Taps into consumers' desire to experiment with new products - especially from familiar brands.
- Builds on strong performance of past Cabinet of Curiosities releases - Neptunia, Lunar, and Midsummer Solstice.
- Creates a spectacularly refreshing serve: Flora Adora Wildgarden Cup.
- Available for 24 months, starting in March of 2023.



## UNIQUE OPPORTUNITY

#1

Hendrick's is the #1 Super Premium Gin in size and \$ growth.

+32%

Hendrick's is out-performing the Premium (+29%) and Super Premium (+25%) segments with 32% YOY growth in 2021. CoC accounted for 8% of total brand volume.

+11%

Premium+ Gin is outpacing other segments with a +11% 5 YR CAGR, compared to Standard Gin (-1%) and Value Gin (-3%).

\*SOURCE: US IWSR 18/19 Volume

## TASTE PROFILE

Hendrick's Flora Adora has a beautiful juniper and coriander backbone that is lengthened by lush, green and wonderfully deep sweet floral characteristics. This creates a taste that is enticingly fresh and lusciously floral.



Limited Release





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## HENDRICK'S *Flora Adora* WILDGARDEN CUP



*Hendrick's Flora Adora Wildgarden Cup is a long, refreshing serve perfect for outdoor get togethers (i.e. picnics, BBQs) and outdoor accounts (i.e. rooftops, patios, brunch).*

### INGREDIENTS:

- 2 Parts Hendrick's Flora Adora
- 1 Part Fresh Lemon Juice
- 1 Part Simple Syrup
- Top with Soda Water
- Garnish with 4 Fresh Raspberries, 6 Mint Leaves, and 3 Cucumber Wheels



## SUPPORT TOOLS



Case Card



Wow Display



FSU



3-Case Rack



Case Bin



Shelf Violator



Floor Detail

## DIGITAL TOOLS



*All Digital Tools (Bottle, Cocktail, and Lifestyle Assets) will be Available on the WC&S Digital Portal*

## OFF-PREMISE STANDARDS



### SHELF MANAGEMENT

- Shelf location: Eye Level, Premium+ Gin Segment
- Adjacencies: 1 Facing, to the Right of Hendrick's Original
- Visibility: Shelf Talker/Violator

### CHANNEL PRIORITIES

1. Chain & Independent Liquor
2. Grocery
3. Club, Mass
4. Drug - Display Only

### DISPLAY EXECUTION

- Placement: Store Entrance, Spirits Category Entrance
- Merchandising: Merchandise Flora Adora Displays with Original. Cross Merchandise with Soda Water, Lemons, Simple Syrup

### DISTRIBUTION PRIORITIES

1. Hendrick's Original 750ml
2. Hendrick's Original 1.75L
3. Hendrick's Original 750ml (2nd facing)
4. Hendrick's Flora Adora 750ml

### PRICING & PROMOTION GUIDELINES

- Pricing index 115 to Original 750ml
- Promote Flora Adora only if Original is promoted in order to maintain index

Component	UPC	QTY/Case	Length	Width	Height	Unit Weight
Flora Adora Bottle	083664 874065	6	N/A	Bottle - Dia: 3.661 in Back Label - 3.819 in	Bottle - 7.087 in Back Label - 3.622 in	Bottle - 1.279 Lbs Back Label - 0.0022 Lbs
Flora Adora Case	10083664 874062	1	11.535 in	7.594 in	7.953 in	Filled case - 17.601 Lbs Case - 0.44 Lbs