



*Farm Barn*  
BRITISH  
GINS



**WARNIER'S**<sup>TM</sup>

*Spirit of the British countryside*

# Real tastes better...

*We are on a mission to SAVE THE WORLD FROM MEDIOCRE DRINKS WHILST HELPING SAVE THE PLANET, ONE SIP AT A TIME!*

*We make EPIC TASTING DRINKS IN HARMONY WITH NATURE.*

*We believe that REAL TASTES BETTER, which is why we harvest real farm-grown ingredients, cramming our 100% NATURAL gins and non alcoholic spirits with the epic taste of the British countryside.*

*While doing all of this, we focus on 'DOING THE RIGHT THING' that means we TAKE CARE OF NATURE THE WAY SHE TAKES CARE OF US, conserving the countryside, protecting natural habitats, and supporting biodiversity – because why wouldn't we?*





# We ‘Do the Right Thing’

Working towards becoming the most nature positive drinks business in the world

Doing right by the planet

**Our commitments:**

To increase biodiversity and take care of nature, the way it takes care of us.



Doing right by society

**Our commitments:**

To connect people to nature and all that is has to offer.



Doing epic drinks, the right way

**Our commitments:**

To craft our drinks in harmony with nature



Doing business right

**Our commitments:**

To make sure everything we do supports people and the planet



**Our Vision:**

*Vision: Become the leading nature-driven natural  
flavour drinks business in the world*





# How WARNER'S will WIN in the USA...



**Gin + 22%**  
Value % Chg\*

The fastest growing spirits category in household penetration since the beginning of the pandemic

US Gin revenue is worth \$2.76bn and is expected to grow by 9.3% annually through 2025.



16%

Of spirits consumers buying less alcohol to purchase more expensive, premium brands. +4pp vs 2020. \*\*

**Premiumisation**

consumer purchasing behaviour is shifting to purchasing less but better, opting for premium & super premium brands to deliver on indulgence in and out of home



**Get Real**  
A third of every bottle is pure elderflower juice, born and bred in the British countryside. No fake factory flavours here.

**Taste & Heritage**

65% of spirits consumers state superior taste is the most significant driver of premium\*\*

Established heritage is called out amongst spirits consumers as the second biggest influencer of premium cues\*\*



**57%** of US adults could be convinced to switch beverage brands based on **Sustainability**++

49% of US consumers believe their change in behaviour when making purchasing decisions can make a positive difference to the environment +++

Sources: +Statista, Jan 2023. \*Beverage Dynamics, May 2022. \*\*Mintel US White Spirits Report, 2022. ++Morning Consult's sustainability report, September 2022. +++Mintel Sustainability Barometer Report, 2022.

# Our USA 2023 Launch Family



# HARRINGTON DRY GIN

AROMATIC, SMOOTH & SPICED // 44% ABV



- Our first born and named after our village
- One shot distilled in small batches of circa 700 bottles
- Botanicals include home grown Angelica Root and Fresh Orange Peel
- Best served simple, with premium tonic and a slice of orange.

## Ingredients

Juniper, Coriander Seed, Angelica Root, Cinnamon, Fresh Orange Peel, Black Pepper, Lemon Peel, Elderflower, Cardamom, Nutmeg and Cassia Bark



## Nose

Bold and spicy pepper with cardamom appear on the nose and acquiesce to elderflower and subtle vanilla.



## Palate

Juniper arrives first on the palate and evolves into silky smooth orange and a hint of cinnamon.



## Finish

finish is long and smooth with gentle nutmeg and black pepper spice.



# ELDERFLOWER GIN

DELICATE, FLORAL & SWEET // 40% ABV



- Recipe inspired by Tom's mum Adèle, which started the flavoured gin craze
- We have three weeks every summer to make a year's supply
- Each bottle is infused with 300 hand-picked elderflowers from our farm.
- Best served simple, with Mediterranean tonic, a sprig of mint and some lemon.

## Ingredients

Fresh handpicked **Elderflower**, Juniper, Coriander Seed, Angelica Root, Cinnamon, Fresh Orange Peel, Black Pepper, Lemon Peel, Elderflower, Cardamom, Nutmeg and Cassia Bark



## Nose

Lovely soft floral elderflower with hints of lychees and some more subtle Juniper.



## Palate

Lemony zing mixes wonderfully with the elderflower giving a beautiful smooth mouthfeel like icing sugar with delicate spice and a little vanilla



## Finish

The juniper fades out leaving cardamom and cinnamon with elderflower to give a long finish with a bouquet of floral and spicy flavours lingering softly.





# RHUBARB GIN

**FRESH, TANGY & SWEET // 40% ABV**



- The world's first rhubarb gin, inspired by Queen Victoria's rhubarb crop.
- Each bottle contains 34% pure English rhubarb juice and our award-winning Harrington Dry Gin
- The rhubarb juice is extracted using a traditional fruit press and then.
- Best served with premium ginger ale or Mediterranean tonic water & a slice of fresh orange.

## Ingredients

Freshly pressed **Rhubarb Juice**, Juniper, Coriander Seed, Angelica Root, Cinnamon, Fresh Orange Peel, Black Pepper, Lemon Peel, Elderflower, Cardamom, Nutmeg and Cassia Bark



## Nose

Fresh, tangy rhubarb explodes on the nose with a pinch of black pepper.



## Palate

The palate gives complex and mouth-watering rhubarb with cardamom and sweet orange.



## Finish

Rhubarb returns with cinnamon for a long, sweet finish

# RASPBERRY GIN

**JAMMY, FRUITY & VIBRANT // 40% ABV**



- A celebration of the British hedgerow and the bounty they provide including Raspberry, Blackberry and Elderflower.
- A third of each bottle is pure juice, two parts raspberry, to one part blackberry.
- 150 Elderflowers power (50% of the Elderflower Gin) in every bottle
- Best served simple, with Mediterranean tonic, a sprig of mint and a toss of berries.

## Ingredients

Fresh **raspberry** and **blackberry** juice, Juniper, Coriander Seed, Angelica Root, Cinnamon, Fresh Orange Peel, Black Pepper, Lemon Peel, Elderflower, Cardamom, Nutmeg and Cassia Bark



## Nose

The nose bursts with ripe, juicy raspberries and home-cooked jam. Hints of bramble vines add depth and spice.



## Palate

Vibrant raspberry coulis covers the palate and melds with fresh, tart blackberries and juniper



## Finish

Elderflower and blackcurrant combine on the finish to give a soft and lingering zing.

