

INTRODUCING

HENDRICK'S NEPTUNIA

The Extraordinary New Gin from the Cabinet of Curiosities

SPECIAL RELEASE

- Discover the Magic of the Sea with Hendrick's Neptunia!
- Crafted by esteemed master distiller, Ms. Lesley Gracie, who was inspired by the rugged Scottish coastline near Hendrick's Girvan distillery
- Combines Hendrick's signature base with an additional blend of locally sourced coastal botanicals and a crisp citrus finish
- Taps into consumers' desire to experiment with new products – especially from familiar brands
- Builds on strong performance of past Cabinet releases
- Creates a spectacularly refreshing serve: Neptunia Fizz



LAUNCH: MARCH 2022

SRP: 115 INDEX TO HENDRICK'S ORIGINAL 750ML

OPPORTUNITY

Highly limited release is only available for 12 months, through March 2023

#1

Hendrick's is the #1 Super Premium+ Gin in size & \$ growth¹

35%

Hendrick's drove more than 1/3 of all 2020 category growth within Super Premium+ Gin²

#2

Midsummer & Lunar both became the 2nd biggest SKUs in Super Premium+ Gin in their launch years, only after Hendrick's Original^{2,3}

TASTE PROFILE

Alluring juniper character is lengthened with the deep earthy notes of locally sourced Scottish seaside botanicals, fresh coastal herbs, and an unmistakable crisp citrus finish

HENDRICK'S SIGNATURE BASE

Rose, Cucumber, 11 Botanicals +

ADDITIONAL NEPTUNIA BOTANICALS

Sea Kelp, Coastal Thyme, Lime

1. Nielsen xAOC + Liq Plus L52wks W.E. 5/29/21 2. Nielsen xAOC + Liq Plus calendar year 2020 3. Nielsen xAOC + Liq Plus calendar year L13wks 5/29/21

PLEASE DRINK THE UNUSUAL RESPONSIBLY

HENDRICK'S NEPTUNIA GIN, 43.4% ALC./VOL. ©2021 IMPORTED BY WILLIAM GRANT & SONS, INC. NEW YORK, NY

INTRODUCING

HENDRICK'S NEPTUNIA

The Extraordinary New Gin from the Cabinet of Curiosities

SPECIAL RELEASE

DRINK STRATEGY



NEPTUNIA FIZZ

2 Parts NEPTUNIA
1 Part Fresh Lime
1 Part Simple Syrup
Top With Soda
Garnish With Cucumber



NEPTUNIA AND TONIC

1 Part NEPTUNIA
3 Parts Premium Tonic Water
Garnish With Cucumber



UNUSUAL MARGARITA

2 Parts NEPTUNIA
1 Part Agave Nectar
1 Part Fresh Lime
Garnish With Slice Of Lime

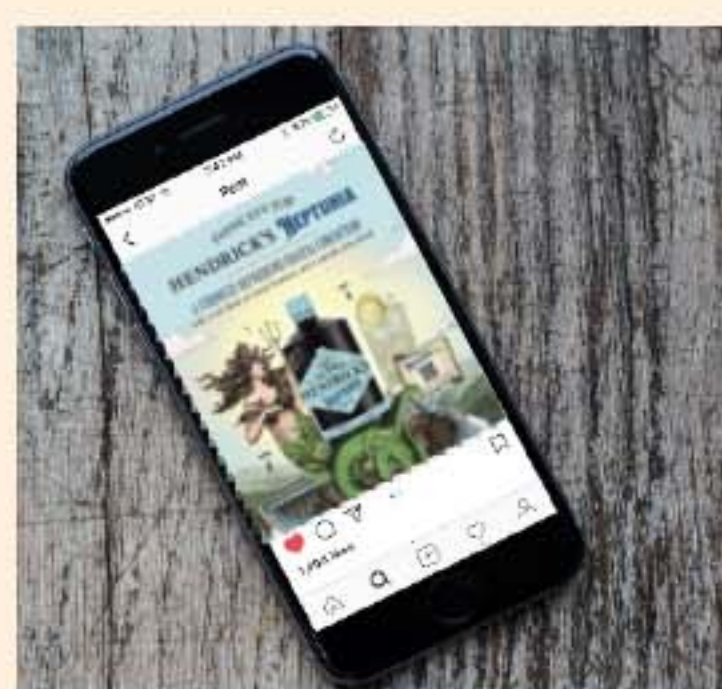


NEPTUNIA GIMLET

2 Parts NEPTUNIA
1 Part Fresh Lime
1 Part Simple Syrup
Garnish With Cucumber

DIGITAL TOOLS

All digital tools available to download on WGS Digital Portal



- Bottle shots & logos
- Lifestyle stills
- Cocktail videos
- Off-premise and on-premise assets
- Digital assets

OFF PREMISE STANDARDS



SUPPORT TOOLS



Case Card



Wow Display



FSU



Ceiling Dangler



3-case Rack



Case Bin



Shelf Violator



Recipe Tearpad



Floor Decal

CHANNEL PRIORITIES

A&B ACCOUNTS

1. Chain & Indep. Liquor
2. Grocery
3. Club, Mass
4. Drug - Display only

DISTRIBUTION PRIORITIES

1. Hendrick's OG 750ml
2. Hendrick's OG 1.75L
3. Hendrick's OG 750ml (2nd facing)
4. Hendrick's Neptunia 750ml

SHELF MANAGEMENT

SHELF LOCATION: eye level, premium+ gin segment

ADJACENCIES: 1 facing, to the right of Hendrick's Original

VISIBILITY: Shelf talker/violators

DISPLAY EXECUTION

PLACEMENT
Store entrance, spirits category entrance

FOCUS PERIOD

March-May

MERCHANDISING
Merchandise Neptunia displays with Original
Cross merchandize with soda

PRICING & PROMOTION GUIDELINES

Pricing index 115 to Original 750mL
Promote Neptunia only if Original is promoted in order to maintain index

COMPONENT PART DESC.	UPC	QTY/ CASE	LENGTH	WIDTH	HEIGHT	UNIT WEIGHT (KG)	PAPER (KG)
NEPTUNIA - BACK	0-83664-87481-1	6	N/A	97mm	92mm	0.001kg	0.001kg
NEPTUNIA - CASE	100-83664-87482-5	1	293mm	193mm	202mm	Case - 0.2kg Filled Case - 8kg	0.2kg