

HENDRICK'S

No other gin
TASTES like HENDRICK'S
 because no other gin is **MADE** like
HENDRICK'S



INFUSED with the CURIOUS, yet MARVELOUS, ESSENCES of
ROSE & CUCUMBER & SUPPORTED by NO less than
11 BOTANICALS
 from the 4 CORNERS of the WORLD

A singularly smooth gin that has both an intriguing depth of flavor & a delicate floral aroma.

Hand-crafted in the coastal town of Girvan, Scotland, & produced in tiny batches of only 500 lovely litres.

Created by marrying distillates from two types of stills – a traditional copper pot still & a rarer Carter-Head style still.

KEY SELLING POINTS

#1 Super Premium Gin with 47% share¹

Growing strongly at +48.4% vs LY, outpacing Tito's +32.8%²

#2 Most Productive Premium White Spirit, turning 1.76X faster than the category³

Delivering more value per 9L EQ than top 10 Vodka brands³

AWARDS & RECOGNITION

San Francisco World Spirits Competition GOLD 2020	John Barleycorn Award DOUBLE GOLD 2019	Impact Awards HOT BRAND 2018

FOLLOW US
@HendricksGinUS



SOURCES

- 1) IWSR 2018-2019 (IWSR added additional brands to the Super-Premium Gin segment in 2020)
- 2) Nielsen, L52W ending 2/27/21
- 3) Nielsen, US Total Universe, Productivity Index & Value per 9L EQ, L52W ending 1/23/21

A CURATED COLLECTION of CURIOUS PERFECTION

HENDRICK'S
GIN

HENDRICK'S
ORBUM

HENDRICK'S
LUNAR



Proposition

**A MOST UNUSUAL GIN -
ODDLY INFUSED WITH
ROSE & CUCUMBER**

**UNUSUAL OFFERINGS DELIVERING A POSITIVE
HALO EFFECT TO OUR MOTHERBRAND**

Description

A light and fresh gin, composed of a symphony of 11 botanicals, infused with essences of rose and cucumber.

The unique addition of three new essences (quinine, wormwood and lotus blossom) to Hendrick's Gin, resulting in a robust and complex flavor profile.

A delightfully smooth and alluring gin with a delicate balance of gentle spice, subtle floral notes and a soft citrus finish. Best enjoyed during casual nights at home and under the moonlight.

Tasting Notes

Smooth and exquisitely balanced botanicals. Clean and dry, citrus and juniper with a subtle lingering finish of cool refreshing cucumber and rose.

Dry sweetness balances on the palate with subtle lemon zest and a hint of spice.

Definitively Hendrick's with staple cucumber and rose notes. Rich night-blooming floral essence, warmed baked spice, finished with a crisp burst of citrus.

Portfolio Role

DRIVE LONG-TERM GROWTH
Masterbrand – Key Focus Variant for Menus, Displays, and Distribution

DRIVE ADVOCACY
Thought Leadership Amongst Influential Bartenders

RECRUIT & RE-ENGAGE CONSUMERS
Drive Trial & Create a Halo Effect for Motherbrand
Drive news/PR

Channel Focus

All Channels

On-Premise Focus

All Markets & Channels

Usage or Occasion for Consumption

Everyday indulgence

For the perfect martini

A new Hendrick's expression offering new evening drinking occasions

FOCUS COCKTAILS



HENDRICK'S GIN



CUCUMBER LEMONADE

1 part HENDRICK'S GIN
1 parts Lemon Juice, 1 parts Simple Syrup
3 parts Soda Water

Combine all ingredients in a highball glass filled with ice. Lightly stir. Garnish with 3 thinly sliced rounds of cucumber.



HENDRICK'S RICKEY

2 parts HENDRICK'S GIN
¾ part Lime Juice
½ part Simple Syrup
3 parts Soda Water

Combine all ingredients in a highball glass filled with ice. Lightly stir. Garnish with a cucumber spear.



HENDRICK'S ORBIUM



ORBIUM MARTINI

5 parts HENDRICK'S ORBIUM
1 part Dolin® Blanc Vermouth
Stir ingredients well with ice cubes in a mixing glass. Strain into a chilled martini glass. Garnish with a cucumber slice.



ORBIUM SODA

1 part HENDRICK'S ORBIUM
3 parts Soda Water
Combine all ingredients in a highball glass filled with ice. Lightly stir. Garnish with 3 thinly sliced rounds of cucumber.



HENDRICK'S LUNAR



COSMIC COOLER

2 parts HENDRICK'S LUNAR
¾ part Lime Juice, ½ part Simple Syrup
3 parts Club Soda

Combine all ingredients in a highball glass filled with ice. Lightly stir. Garnish with a cucumber spear.



MOONLIGHT DELIGHT

1½ parts HENDRICK'S LUNAR
1½ parts Apple Juice
½ part Lime Juice
Top with Ginger Beer

Combine all ingredients (except ginger beer) in a wine glass over ice. Top with ginger beer and lightly stir. Garnish with slices of apple and a cucumber tongue.

PART DESC	PART NO	UPC	SCC	NABCA CODE	(%)	BOTTLE PER CASE	SUGGESTED RETAIL PRICING
Hendrick's Gin AG DIV DY US	104091	083664990436	30083664990437	200-28625-75	44	6	750ml: Higher of 140 index to Bombay Sapphire 1L: 120 index to 750mL 1.75L: Higher of 150 index to Bombay Sapphire
Hendrick's Lunar Gin AG DIV DY US	266563	083664874088	10083664874405	402-65482-75	43.4	6	115 index to Original 750
Hendrick's OrbiuM AG DIV DY US	253488	083664873678	10083664873675	402-65232-75	43.4	6	115 index to Original 750