

*The first Ginger Ale
from the*
**#1 PREMIUM MIXER BRAND
IN THE U.S.**

Fever-Tree Premium Ginger Ale is crafted using essential oils from our signature blend of three gingers from the Ivory Coast, Nigeria and Cochin, India. This classic Ginger Ale has an authentic and refreshing taste and aroma. Perfectly balanced to enhance the flavor notes of the finest whiskies, bourbons and rums, but equally as delicious on its own as a soft drink.

Sweetened with fruit sugar for just 70 calories per 6.8 Fl. Oz. bottle.

FLAVOR PROFILE

AROMA

Warm, citrusy notes of ginger

FLAVOR

Classic and crisp



NO ARTIFICIAL
COLORS

NO ARTIFICIAL
SWEETENERS



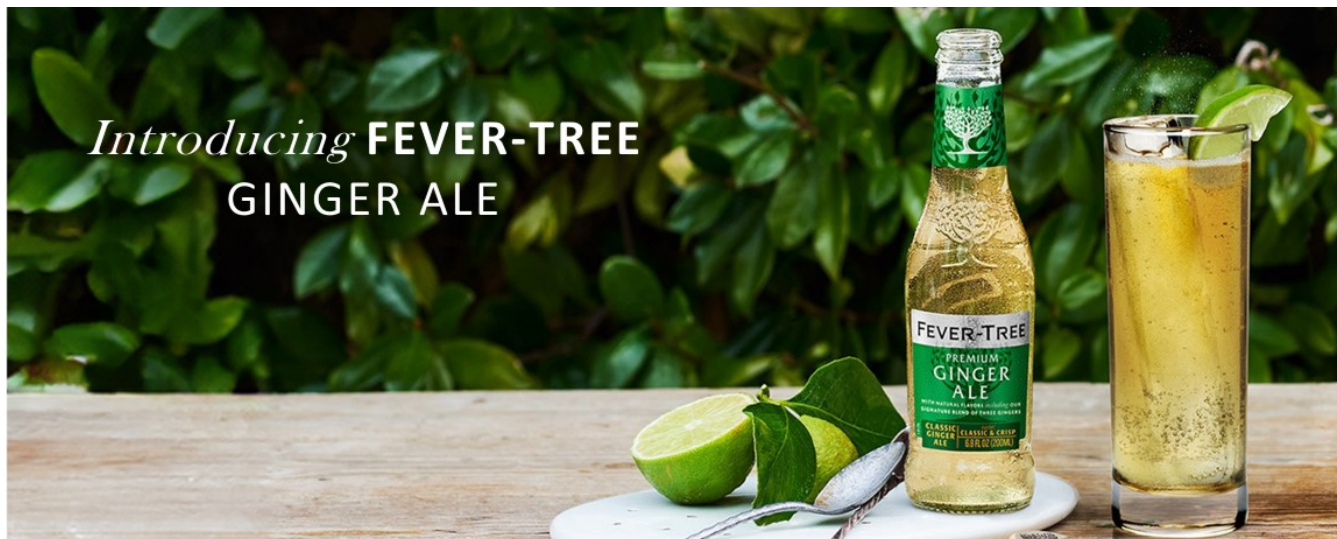
GLASS BOTTLES

STEEL CROWN

CARDBOARD SLEEVES (4 PACK ONLY)

CARDBOARD TRAY

Introducing FEVER-TREE GINGER ALE



WHY GINGER ALE?

- Ginger Ale is worth roughly \$1.3bn per annum.
- Ginger Ale is the 3rd largest mixing occasion in the U.S.
- Ginger Ale is the 2nd largest addressable \$ opportunity for Fever-Tree.

FEVER-TREE IS LEADING THE PREMIUM MIXER SPACE

- NY International Spirits Competition named Fever-Tree the Mixer Brand of the year in 2024 for the 5th year in a row.
- Voted #1 Selling & Top Trending Mixer 11 years in a row from Drinks International.
- Awards: Gold Medal, 2022 SIP Awards, Gold & Innovation Award, 2024 SIP Awards, Gold -95, New York International Spirits Competition

NATURALLY-SOURCED INGREDIENTS

- Green ginger from **Cochin, India** offers a bright, warm spice and zesty citrus flavor.
- Green Ginger from the **Ivory Coast** that is full of zingy lemongrass flavor.
- **Nigerian** dried ginger offers a deep, earthy ginger flavor with a warm, spicy profile.



FEVER-TREE

IF $\frac{3}{4}$ OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST

FEVERTREE USA INC. NEW YORK, NY. PLEASE ENJOY RESPONSIBLY.

FEVER-TREE