

Introducing
HENDRICK'S
MIDSUMMER SOLSTICE

LIMITED RELEASE

Available MAY 2019

DEEPLY FLORAL &
DEFINITELY HENDRICK'S

What is MIDSUMMER SOLSTICE?

A DEEPLY FLORAL GIN that is a light and crisp take on the HENDRICK'S house style, making it perfect for the brunch occasion and gearing up for summer.

WHY IS MIDSUMMER SOLSTICE SO ALLURING?

Midsummer Solstice is a small batch, LIMITED RELEASE from HENDRICK'S GIN.

A floral taste profile expands the occasion base for traditional gin consumers (brunch, day time entertaining) further driving the trade up of white spirit drinkers.

THE ROLE OF MIDSUMMER SOLSTICE IN THE RANGE

1. Expand recruitment of premium white spirits drinkers with an appealing, on-trend, light and delightful liquid.
2. The current Hendrick's Gin target is 62/38 M/F split and Midsummer Solstice will likely engage more female consumers due to its approachable and lighter style.

TASTING NOTES

NOSE

Floral notes that fade to reveal juniper and orange blossom undertones.

TASTE

Lush flora coupled with the unmistakable Hendrick's signature cucumber & rose finish.

Due to its taste profile, MIDSUMMER SOLSTICE helps Hendrick's expand into the brunch occasion, allowing access and approachability to consumers outside typical occasions.

GET IT BEFORE IT'S GONE!



LIMITED BY NATURE