



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

DISTILLER OF THE YEAR

2005, 2006, 2008, 2009, 2010, 2011, 2013



THE WORLD'S MOST UNUSUAL SUPER PREMIUM GIN

In a world filled with a myriad of mediocre, mundane and wholly unremarkable things, HENDRICK'S exists as a shining beacon of *unusualness*. When mixed in place of vodka, Hendrick's yields a cocktail that is no less drinkable, yet notably more interesting. As many have been known to say, no other gin *tastes* like HENDRICK'S because no other gin is *made* like HENDRICK'S.

KEY SELLING POINTS

- HENDRICK'S is the flagship behind the recent reinvigoration of the gin category.
- Exceptional distilling pedigree. Made by MULTIPLE AWARD WINNING *William Grant & Sons*.
- A Delightful palette of 11 BOTANICALS and a curious infusion of rose petal and cucumber give HENDRICK'S a unique taste and aroma.
- Handcrafted in Scotland in small batches of no more than 500 liters by Master Distiller, Ms. Lesley Gracie and her apprentice, marrying distillates from the rare *Carter-Head* and *Bennet stills*.
- Delights the tastebuds with its smooth yet distinctive flavor, making *delicious* cocktails loved by both traditional gin and white spirit drinkers.

TASTING NOTES

HENDRICK'S is clean and dry, yet the *marvelous* complexity of the botanicals comes through in the taste. Take note of the citrus and juniper with a subtle, lingering finish of cool and *refreshing* cucumber and rose.





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ISC 2005, 2006, 2008, 2009, IWSC 2011



OUR TARGET CONSUMER

- Is between 28 and 40 years of age, both ladies and gentlemen.
- Is an affluent urbanite professional (*single, co-habiting, married*).
- Is an established drinker of PREMIUM GIN and premium white spirits.
- Is someone who seeks to enjoy spirits beyond the usual suspects.
- Is someone who likes to discover new, *unusual*, and creative things and share with their friends.

AWARDS

Since our beginning, HENDRICK'S has been honored with a number of prestigious awards and accolades including:

2013

SILVER OUTSTANDING

International Wine and Spirits Competition

SILVER

The Spirits Business Gin Masters

BRONZE

International Spirits Challenge

2012

DOUBLE GOLD

San Francisco World Spirits Competition

SILVER

The Spirits Business Gin Masters

International Spirits Challenge

International Wine and Spirits Competition

CLASSIC SERVES



HENDRICK'S MARTINI

5 parts HENDRICK'S GIN
1 part dry vermouth
(Lillet Blanc suggested)
Cucumber wheel to garnish

Stir in an iced glass until well chilled and strain into a chilled martini glass. Garnish with a cucumber wheel.



HENDRICK'S & TONIC

1.5 parts HENDRICK'S GIN
3 parts premium tonic water
3 cucumber wheels to garnish

Pour HENDRICK'S into a highball glass over ice and fill with tonic water. Stir and garnish slices of cucumber.

PRODUCT SPECIFICATIONS

PRODUCT DESCRIPTION	SCC	UPC	NABCA	PALLET PATTERN			WEIGHT (lb)	OUTSIDE CASE DIMENSIONS			
				CASES PER PALLET	CASES PER TIER	NO. OF TIERS		PER CASE	LENGTH	WIDTH	HEIGHT
HENDRICK'S GIN											
96/50 ML	100 83664 866 32 50	83 664 86632 8	200-28621-05	84	14	6	25	13.25	10	7	
6/750 ML	300 83664 990 43 70	83 664 99043 6	200-28625-75	100	20	5	18	11	7.5	8	
6/1.0 L	100 83664 868 78 70	83 664 86878 0	200-28627-10	80	16	5	23	12.5	8.5	8.75	
6/1.75 L	160 83664 869 75 30	83 664 88975 6	200-28628-17	48	12	4	43	15	10	10.5	

HENDRICKSGIN.COM

HENDRICK'S GIN, 44% ALC./VOL. ©2014 IMPORTED BY WILLIAM GRANT & SONS, INC. NEW YORK, NY.
PLEASE ENJOY THE UNUSUAL RESPONSIBLY

HENDRICK'S[®]

DISTILLED *and* BOTTLED IN SCOTLAND

GIN



Voted as one of top 10 Most Influential Spirit Brands in the Past 25 Years!!
Hendricks Gin leads the Craft Gin Category and reinvigorated Gin

Hendrick's is a super-premium gin quite unlike any other. Its ingredients blend the traditional and the highly unusual. We use a distillation process that's unique to Hendrick's. The result is a wonderfully refreshing gin with a delightful aroma.

WHAT MAKES HENDRICKS SPECIAL:

- Handcrafted like no other gin – in Scotland , it is distilled in a combination of a Carter-Head & Bennet still in miniscule 450 Liter batches. Small batches lead to better quality control.
- No other gin tastes like it because no other gin's made like it.
- We use 11 botanicals (flowers, roots, fruits and seeds) from all over the world. These combine with two highly unusual ingredients – **infusions of cucumber and rose petal essences** – to give Hendrick's its distinctive taste.

KEY POINTS OF DIFFERENCE FROM OTHER GINS:

- Different taste profile.** Juniper taste is much lower profile than other Gins brands. Noticeable Cucumber essence in the nose and taste. Cocktails often garnished with Cucumber.
- Hendricks, in addition to Gin drinkers, often appeals to vodka consumers and people that don't typically like gin.
- Hendricks drives the Imported Gin category and easily leads in growth among the top 5 Imported Gins.

SUGGESTED COCKTAILS:

- Hendricks Press. Equal amounts Club Soda and Ginger Ale with Hendricks. Garnish with Cucumber.
- Hendricks and Tonic, garnished with Cucumber.
- Cucumber Lemonade. Hendricks and Lemonade. Simply Lemonade works nicely.