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# INTRODUCING BEEFEATER PINK

**Beefeater Pink** is a **contemporary** twist on the world's most awarded Gin. Has a classic, but not too forward, juniper finish and is distilled from the original Beefeater London Dry Gin.

An **approachable** and trendy entry point into Gin with a **hint of strawberry**, making it the perfect fit for Summer!

Strawberry is the **#2 most popular** new and trendy alcohol flavor in the U.S

Strawberry flavored cocktails account for ~10% of all prepared cocktail volume, is up ~15% and is growing 1.7x its fair share within that segment

