

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 & **11 BOTANICALS**
 SUPPORTED by **NO** less than
 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

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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