



KEY BRAND FACTS

- A MODERN TWIST ON A CLASSIC STYLE OF GIN
- VERSATILE MIX OF NINE BOTANICALS INCLUDING GRAPEFRUIT & JASMINE
- THE GO-TO GIN FOR THE WORLD'S BEST BARTENDERS

TARGET AUDIENCE

- ON PREMISE — PROFESSIONAL AND ASPIRING COCKTAIL BARTENDER
- OFF PREMISE — COCKTAIL ENTHUSIAST, HOME ENTERTAINER, SPIRITS AFICIONADO, FOODIE

SHELF POSITIONING

- PRIMARY: ADJACENT TO TANQUERAY AND/OR HENDRICK'S
- SECONDARY: LOCATED IN CRAFT SPIRITS SECTION
- DISPLAY: THREE FACINGS AT EYE LEVEL

PRICING STRATEGY

- OFF-PREMISE: RECOMMENDED \$1 — \$2 ABOVE BEEFEATER EDP
- ON-PREMISE: RECOMMENDED \$1 — \$2 BELOW TANQUERAY ON SPIRITS LIST
- COMPETITIVELY PRICED FOR COCKTAIL MENU PLACEMENTS

BRAND PERFORMANCE

IN ITS FIRST FOUR YEARS, FORDS GIN IS ALREADY TRENDING COMPARABLY TO SPIRITS BRANDS SUCH AS HENDRICK'S GIN, PATRON AND DON JULIO TEQUILAS THAT HAVE GONE ON TO ACHIEVE MAJOR MARKET SHARE AND SIGNIFICANT CONSUMER AFFINITY.

ACCOLADES & AWARDS

- 2013 ULTIMATE SPIRITS CHALLENGE — CHAIRMAN'S TROPHY, 96 POINTS
- 2013 TALES OF THE COCKTAIL SPIRITED AWARDS — BEST NEW PRODUCT
- VOTED #2 TOP TRENDING GIN BY WORLD'S 50 BEST BARS IN 2016
- 2016 ULTIMATE SPIRITS CHALLENGE — GREAT VALUE, TRIED & TRUE AWARD
- "THE BEST GIN FOR A MARTINI" — SERIOUSEATS.COM
- BEST IN CLASS / PERFECT SCORE — PROFESSOR COCKTAIL'S GIN & TONIC TASTE TEST
- "EASILY ONE OF THE BEST NEW GINS I'VE REVIEWED OVER THE LAST TWO YEARS" — F. PAUL PACULT'S SPIRIT JOURNAL (2012) — FIVE OUT OF FIVE STARS ★★★★★



IT DOESN'T TAKE AN EMPIRE TO MAKE A GIN

FORDS GIN®

LONDON DRY GIN

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