

# Hendrick's Gin introduces Global Travel Retail Exclusive, Hendrick's Amazonia



The next instalment of Hendrick's Gin, Hendricks Amazonia, was introduced at this year's TFWA World Exhibition in Cannes

Hendrick's Gin has announced Hendrick's Amazonia - the next instalment from Master Distiller Ms. Lesley Gracie's "Cabinet of Curiosities" during this year's TFWA World Exhibition in Cannes. Hendrick's Amazonia is a bright and tropical gin inspired by Ms. Gracie's trip to the Amazon rainforest in 2013.

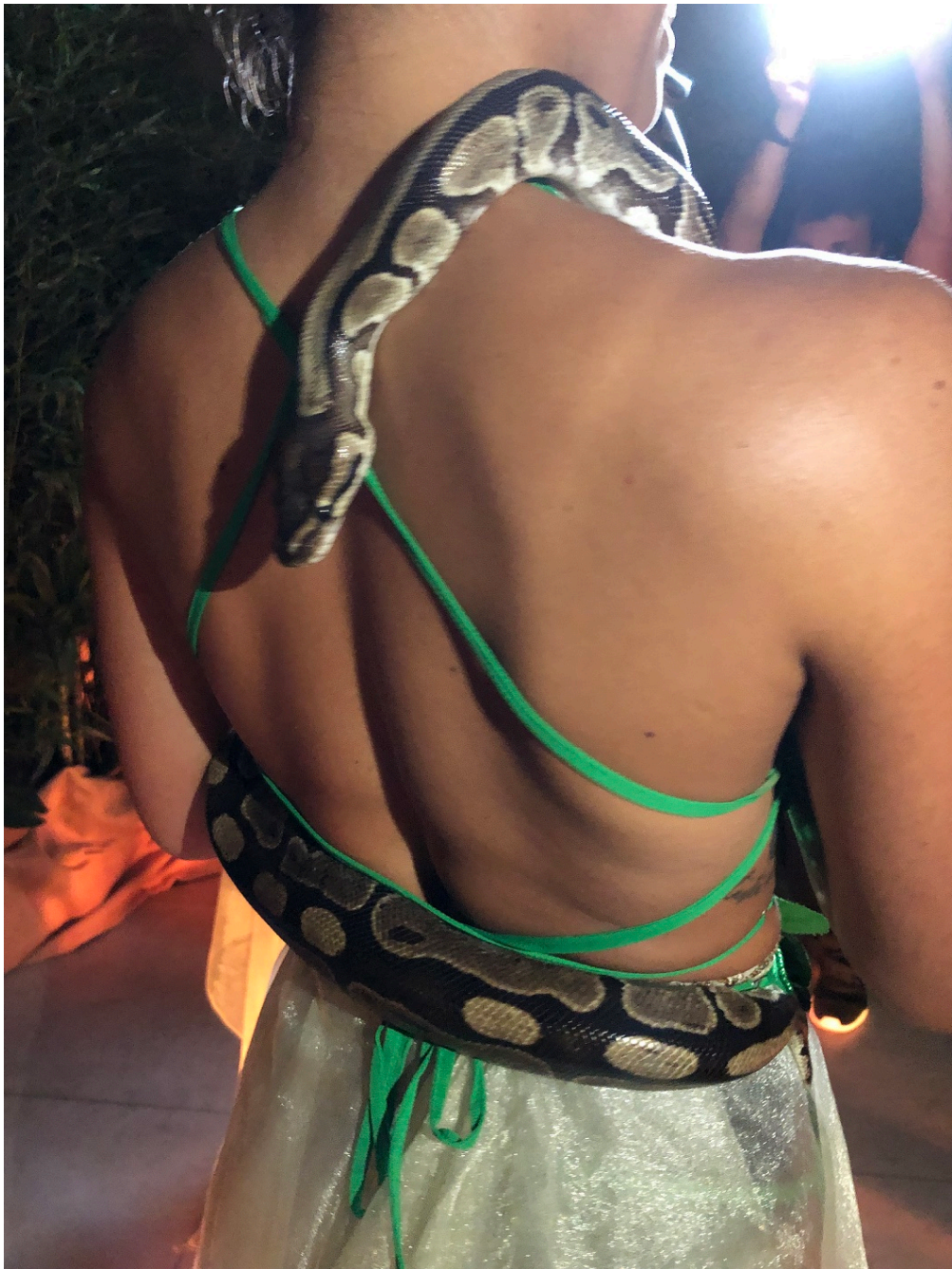
Back in 2013, Lesley journeyed to the heart of the Venezuelan Amazon to explore and experiment with the rare botanicals of this unique ecosystem. Hendrick's Amazonia is a tribute to this expedition. The liquid accentuates the existing signature cucumber and rose elements of Hendrick's Gin, but also<sub>1</sub>

reveals bright, tropical flavor characteristics inspired by the native Amazon flora. Hendrick's Amazonia will be available from March 2020 as an exclusive to Global Travel Retail. Hendrick's Amazonia is bottled at 43.4% ABV.

Lesley Gracie shared: "I have always had a profound love for nature and a fascination with the wondrous botanicals and essences of the world. A number of years ago, I embarked on the adventure of a lifetime when I traveled to the Venezuelan Rainforest where I had the opportunity to explore and experiment with the local exotic ecosystem. It was this unique and inspiring experience that motivated me to create Hendrick's Amazonia."

Hendrick's Amazonia has partnered with One Tree Planted, a global environmental organization committed to reforestation efforts in the Amazon rainforest.

To celebrate the launch, William Grant & Sons invited delegates to attend a special event during TFWA, Cannes. The event brought the Amazon to life with Amazonian greenery, blow dart games for attendees to participate, live snakes and Amazonian inspired cocktails. A big congratulations to Manjot Riyait, William Grant & Sons Head of Marketing for Global Travel Retail for bringing Hendrick's Amazonia to life.





All 'Amazonian' greenery that brought this activation to life was rented for the celebration and will be returned to be replanted