

Hendrick's unveils summery limited-edition gin



Hendrick's Midsummer Solstice (43.4%abv) will be offered for a limited time in 2019 with global travel retail distribution

Hendrick's Gin has expanded its gin portfolio with the release of Midsummer Solstice, a small-batch, limited-edition gin by Hendrick's Master Distiller Lesley Gracie.

The innovative release is designed to enhance and accentuate the existing elements of the Hendrick's Original house style.

The floral liquid is the first variant released from Gracie's Cabinet of Curiosities, which is described as "a place of experimental botanic alchemy at the Hendrick's Gin Palace Distillery".

Midsummer Solstice is inspired by the "mysterious and ephemeral delights of floral blooms during when the Earth is tilted maximally toward the sun, peaking the abundant aromas of flowers in full bloom", according to Hendrick's brand owner William Grant & Sons.

The gin is said to be true to the Hendrick's round house style, but is infused with an array of essences that capture the aromatic intensity of a midsummer day.

"I have always been enamored by the power of nature's flavors and aromas at the peak of summer and for this new expression I've hand-selected each floral essence to capture this intensity," said Gracie.

"Midsummer Solstice joins a long line of innovations from Hendrick's and I'm excited to not only create new expressions at the Gin Palace, but also share them with curious tasters and gin explorers all over the world."

Bottled at 43.4%abv, Hendrick's Midsummer Solstice will be offered for a limited time in 2019 with

global travel retail distribution through key airports initially in Europe, followed by the Middle East, Asia Pacific, US and finally Latin America.

High profile activations will be held in airports including Singapore Changi, New York, Tokyo Narita, Dubai, Kuala Lumpur, Auckland, Brisbane, Perth and Sydney.