

William Grant brings an air of Midsummer to Orlando



Hendrick's Midsummer Solstice is a small-batch, limited-edition gin by Hendrick's Master Distiller Ms. Lesley Gracie

William Grant & Sons (WGS) returns to the Summit of the Americas having recorded healthy growth in the region in 2018 (Booth number: 711).

Despite challenging economic conditions in parts of the region, the premium spirits brand saw a 6% increase in sales versus 2017.

Said William Grant & Sons Global Travel Retail Managing Director Ed Cottrell: "We're delighted to be back in Orlando for the Summit of the Americas. 2018 was a really positive year for WGS, so the team and I are feeling very encouraged for the months ahead. Everyone has worked amazingly hard in what can only be described as challenging times, especially in Latin America, but the results speak for themselves and we are confident for great figures in 2019."

The company will focus on its Hendrick's Midsummer Solstice, a small-batch, limited-edition gin by Hendrick's Master Distiller Ms. Lesley Gracie, and the first variant to be released from the Hendrick's Gin Palace Distillery.

Hendrick's Midsummer Solstice is true to the brand's original "round" house style, but was infused with floral essences and an array of essences that captures the aromatic intensity of a midsummer day.

Launched to the US from March, and available for a limited time in 2019 only, Midsummer Solstice is bottled at 43.4%abv. It will be available to taste on the stand during the Orlando show.

Said Richard Bush, Regional Marketing Manager: "Premium gin continues to grow strongly in travel

retail. We have seen continued steady growth across the Americas with Hendrick's, so we know that introducing a unique batch such as Hendrick's Midsummer Solstice is sure to be extremely popular in the region."

In addition, WGS will also be showcasing the recently updated packaging for the Grant's Blended Scotch Whisky range for the first time in the Americas, including Grant's Triple Wood, Grant's Distillery Edition and Grant's Rum Cask Finish.

Added Cottrell: "Now the world's third largest blended whisky, Grant's is one of our key travel retail brands. The new-look Grant's Blended Scotch Whisky range was very well received by customers at TFWA World Exhibition to great feedback, and we're delighted to be highlighting the portfolio in Orlando this year.

"At WGS, we ensure that we bring more than just a new-look product, we've also got a great visibility and tasting program in place to support the new launch."