

FORDS GIN

GIN FOR COCKTAILS

**MULTI-AWARD WINNING LONDON DRY GIN DESIGNED
FOR MIXING BY PROFESSIONAL BARTENDERS**

MADE BY 8TH GENERATION GIN DISTILLER
WITH THE INPUT OF OVER 150 BARTENDERS

A MODERN TWIST ON A CLASSIC STYLE OF GIN
LONDON DRY GIN THAT IS MADE IN LONDON

Paul Pacult's Spirits Journal — ★★★★★★

"Easily One Of The Best New Gins I Have Tasted In The Last 2 Years"

Tales Of The Cocktail Spirited Awards — Best New Product 2013

Ultimate Spirits Challenge 2013 — Winner

Chairman's Trophy 96 Points (Extraordinary/Ultimate Recommendation)

Class Magazine — ★★★★★★+

The Spirits Journal — Top 120 Spirits In The World

Beverage Tasting Institute — Gold

San Francisco Spirits Competition — Gold

Best in Class — Professor Cocktail's Gin & Tonic Taste Test



Fords is a versatile, juniper-forward London Dry gin made for mixing in a vast array of cocktail styles. Distilled in London at Thames Distillers, Fords Gin is a collaboration between 8th generation Master Distiller Charles Maxwell and Simon Ford of The 86 Company. The mix of nine botanicals starts with a traditional backbone base of juniper & coriander seed that's balanced with citrus, florals and spice. For more information, visit FordsGin.com.

SPICE UP YOUR GIN & TONIC

“You’ll often find me enjoying a Spanish Gin & Tonic and for good reason. With Fords Gin you have a classic London Dry base and a versatile blend of botanicals to mix with great tonic and eye-catching garnishes for an elevated take on this simple, delicious serve.”

— Simon Ford

Why G & T?

- #1 Gin Cocktail
- Accessible & relatable to customers
- Seasonal during spring & summer
- Great for entertaining at home
- “GIN IS IN” — the premium gin category is growing by 17%
- On-trend with craft cocktail bars and spirits writers
- Accessible first step for aspiring home bartenders

Spanish-Style G & T

- Local trend that has gone global
- What makes it Spanish? Glassware & Garnishes
- A simple yet elevated take on a classic cocktail
- Eye-catching garnishes excite the senses
- Experiment with different combinations of fruits, herbs & spices
- Creates a bespoke cocktail experience



TRIFOLD NECKER



POSTER



CASE CARD