

decoding drinks  
crafting desire

symrise beverages 

# LONDON DRY GIN

THE PREMIUM DRIVER – NEW EXPERIMENTAL COMBINATIONS ARE ADDING TO THE GIN CRAZE

While a well-stocked supermarket several years ago may have had three different bottles of gin on its shelves, today dozens of brands entice consumers. In bars and pubs, whole pages of the drink menu are reserved for gin mixed drinks – and some big cities even have dedicated gin bars. Gin is a flavorful spirit – without its distilled ingredients such as juniper and coriander, it would just be vodka. This segment, in particular, is demonstrating huge potential right now for new market innovations. Because the botanical extracts contained in gin tap into current megatrends like naturalness, premium labels and craft distilling, they are ideal for developing flexible and innovative drinks for the future. Our London Dry Gin toolkit offers you the chance to make your own premium gin.

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FIE'17 CONCEPT  
Alc. Beverages



Let's get in touch

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