



CEDER'S
Classic



CEDER'S
Crisp



CEDER'S
Wild



Description

Floral and balanced, combining classic gin botanicals such as juniper and coriander with hints of geranium and Cape floral fynbos.

Refreshing and tranquil, combining classic gin botanicals such as juniper and citrus with cucumber and calming camomile.

Spicy and intriguing, combining classic gin botanicals such as juniper and ginger with clove and rooibos.

Colour

Clear

Clear

Light Amber (inclusion of clove)

Key Ingredients

Juniper, Coriander, Lavender, Geranium, Rooibos & Buchu

Juniper, Coriander, Lavender, Cucumber, Lemon, Camomile, Rooibos & Buchu

Juniper, Clove, Oak-wood, Grapefruit, Ginger, Rooibos & Buchu

Nose

Clean and floral with juniper and geranium

Fresh and aromatic with juniper, cucumber and citrus

Herbal and aromatic with clove and ginger

Perfect Serve

Pour 50ml of CEDER'S in a beautiful glass over plenty of ice and top with 150ml of premium Indian Tonic and garnish.

Garnish

A slice of lemon and a sprig of rosemary

A slice of cucumber and a sprig of mint

A slice of pink grapefruit and a sprig of basil

Key Selling Points

- The perfect non-alcoholic option to a classic G&T
- Suitable for more complex cocktails
- Elegant, premium packaging, incorporating elements of Craig & Maria's story
- Vegan, gluten free, sugar free and 100% FIC allergen free
- Only 4kcal/serve

Key Selling Points (variant specific)

Recommended for consumers who prefer a classic London dry gin.

Recommended for consumers who prefer a refreshing G&T with cucumber notes.

Recommended for consumers who prefer a more spicy gin and are keen to try something more unusual.

Holds up well in cocktails as it is the strongest flavour variant in the CEDER'S range.

Trade Benefits

- Strong cash margins due to super premium price
- Trade up opportunity from soft drinks or water
- Incremental volume sales arise from:**
 - Consumers extending drinks occasions
 - Consumers having more drink occasions both at home and going out