

## THE GIN AND TONIC

**T**he thirst-quenching Gin and Tonic has had a makeover. "One of the telltale signs of gin's popularity right now is the phenomenal success of Q Tonic and Fever-Tree," said Simon Ford at Pernod Ricard. "They've had such a rise in sales, which tells me that the Gin and Tonic is really making a comeback."

"We have seen growth of around 250% last year. The majority of the consumption of our tonic water is driven by gin sales (after all, 80% of gin is consumed with tonic). The premium Gin and Tonic is unquestionably making a comeback, fuelled by the increasing number of high-quality gins and the birth of the premium tonic. These new tools are allowing bartenders and home consumers to once again embrace this classic cocktail," stated Tim Warrilow, co-founder of Fever-Tree.



**Both Q Tonic and Fever-Tree feature the type of high-quality tonic waters that are recommended for making quality Gin & Tonics.**

Q Tonic expects to more than double its sales this year, despite the economic downturn. Founder Jordan Silbert said, "Liquor stores are Q Tonic's best channel for sales. Spirit shops such as BevMo! And Sam's Wines & Spirits are selling lots of Q Tonic and actually stocking it in both their mixer sections as well as their spirits sections. Shoppers are spending about \$30 on their favorite gins and don't want to ruin them by mixing with tonic water that's basically all high fructose corn syrup and artificial flavors."

Both Q Tonic and Fever-Tree have teamed up with gins such as Hendricks, Beefeater 24, Blue Coat [for Q Tonic] Plymouth, Tanqueray, Bombay Sapphire, Millers Gin, Hendricks Gin, Citadelle, Whitley Neil [for Fever-Tree] to promote the pairing of premium gin with quality tonic water.