



BARROW-LOAD OF BOTANICALS

8th June 2017
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**THE DANGERS OF USING TOO MANY
CONFLICTING BOTANICALS MERELY FOR THE
SAKE OF NUMBERS**

AGENDA :

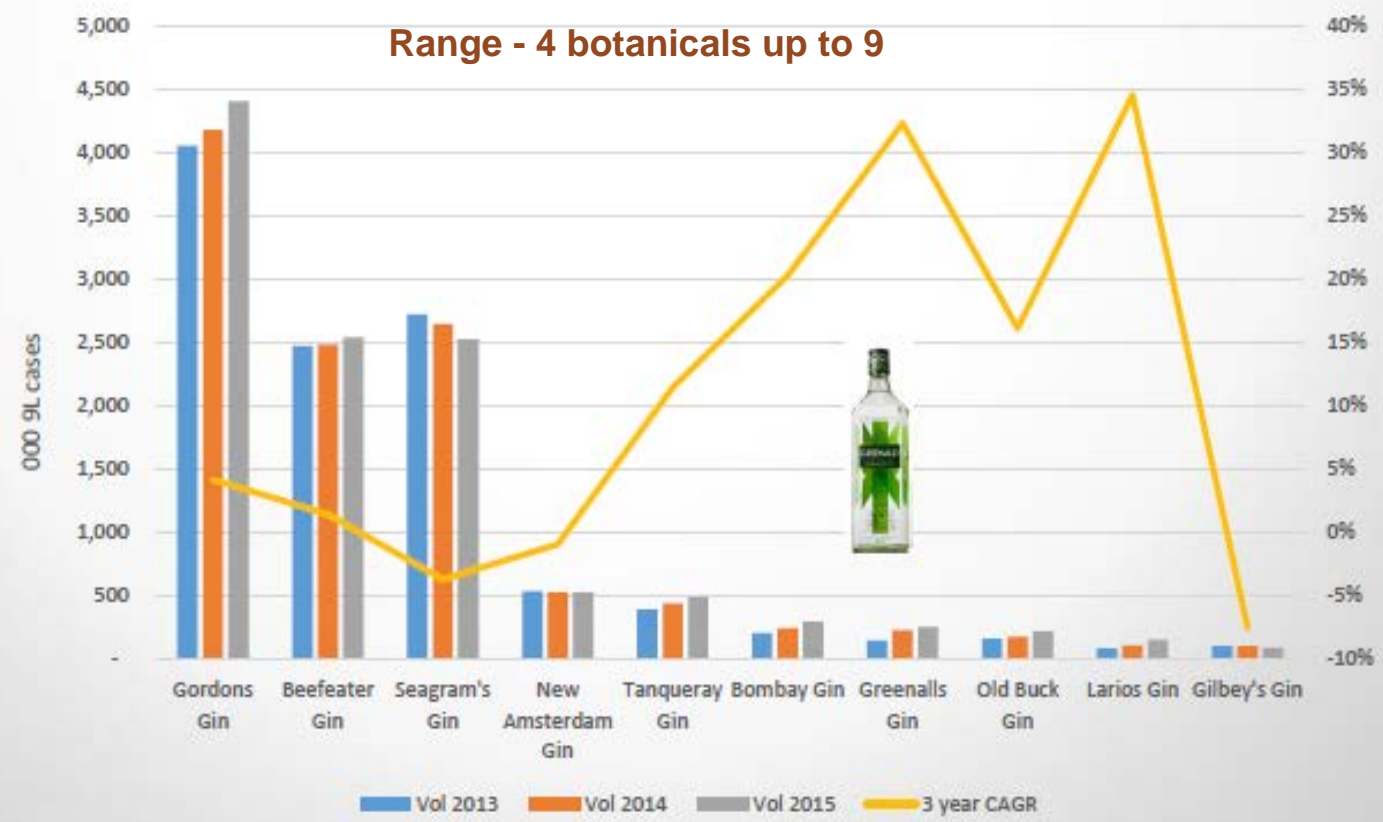
- REVIEW OF MARKET – GLOBAL LEVEL
- SCIENTIFIC VIEW
- TRADE PERSPECTIVE
- CONSUMERS PERSPECTIVE
- CONCLUSION

TOP 10 GLOBAL BRANDS STANDARD GIN

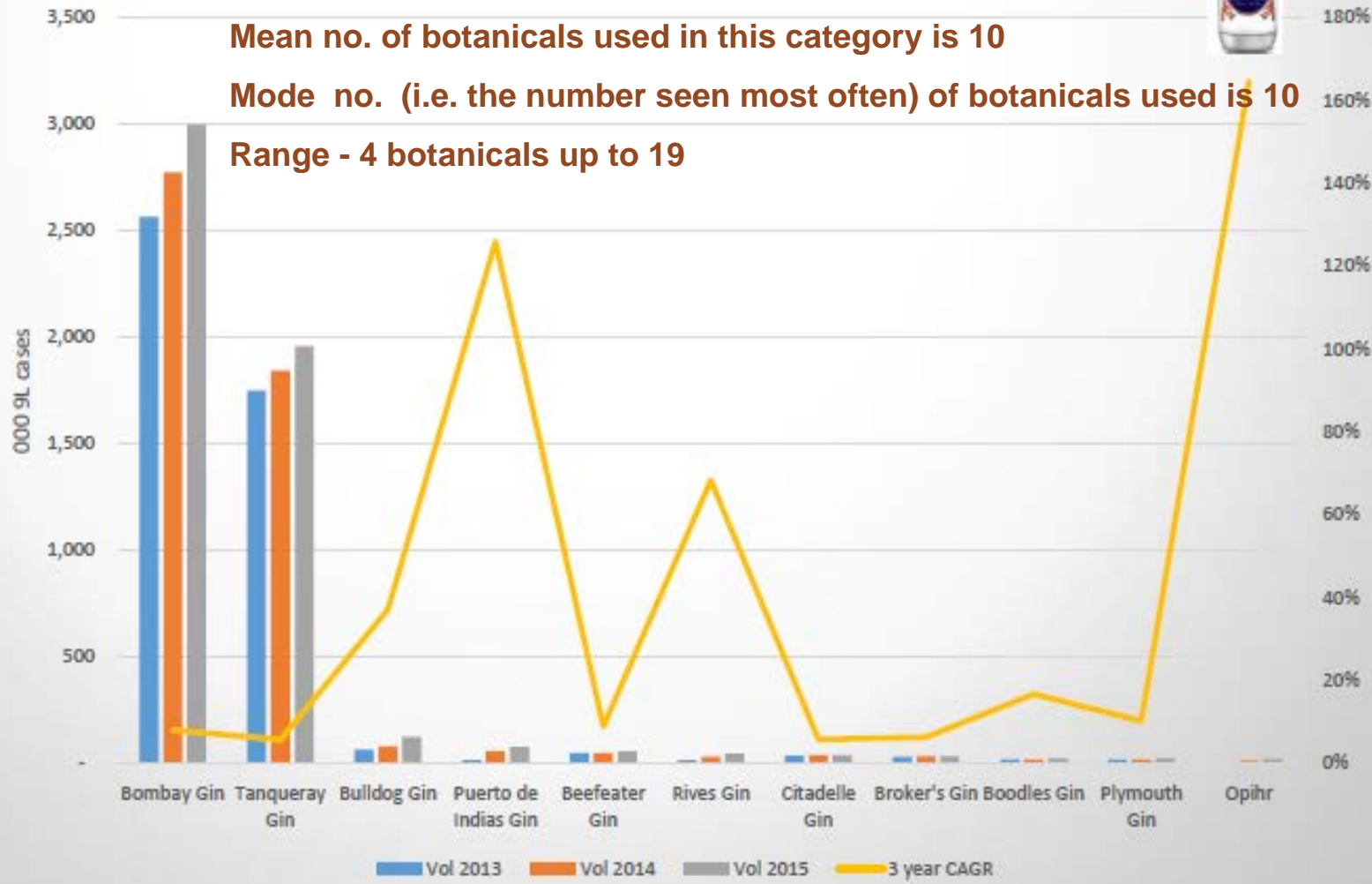
Mean no. of botanicals used in this category is 8

Mode no. (i.e. the number seen most often) of botanicals used is 8

Range - 4 botanicals up to 9

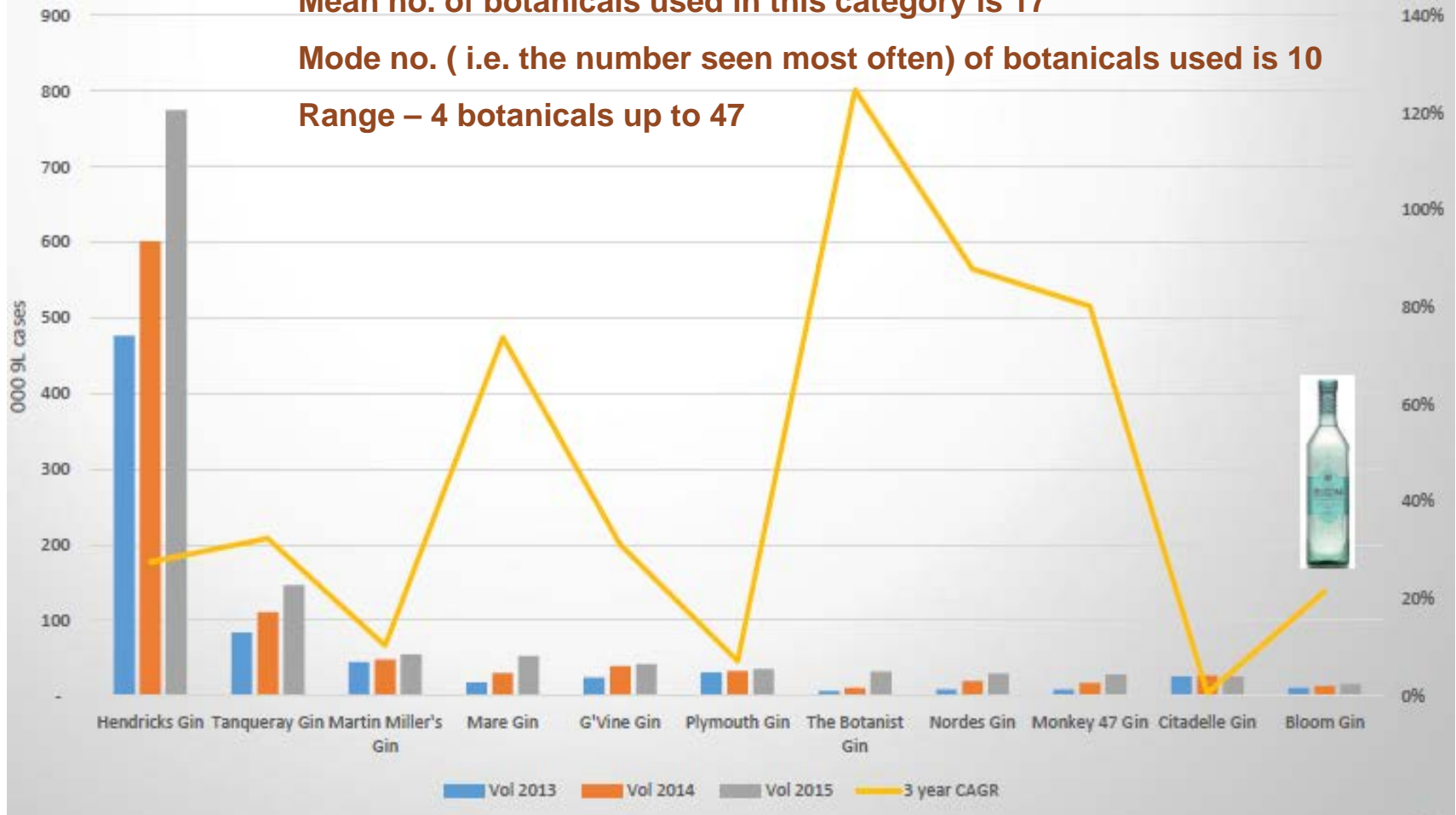


TOP 10 GLOBAL BRANDS PREMIUM GIN



TOP 10 GLOBAL BRANDS SUPER PREMIUM GIN

Mean no. of botanicals used in this category is 17
 Mode no. (i.e. the number seen most often) of botanicals used is 10
 Range – 4 botanicals up to 47



SUMMARY

	STD	PREM	S.PREM
MEAN	8	10	17
MODE	8	10	10
RANGE	4 to 9	4 to 19	4 to 47

SCIENTIFIC VIEW

- Botanicals contain essential oils which are extracted through distillation.
- Essential oils are complex mixtures that contain 100's of individual compounds
- The human nose can detect these compounds in parts per trillion, alpha pinene is typically noticed at 139ppb and recognised i.e. being able to describe it at 167ppb so easy to identify

	Juniper	Coriander	Angelica	Description
Flavour compounds	% area	% area	% area	
a-pinene	28.9	1.2	19.3	pine
limonene	3.7	1.1	10.9	citrus, turpene
p-cymene	0.1	2.0	7.9	oily, citrus, green
camphor	0	3.3	1.3	camphor, spicy, woody
linalool	0	77.5	0	floral, citrus
terpinen-4-ol	3.10	0.4		earthy, musty, stale
alpha-terpineol		0.4		citrus, oily, bleachy
b -pinene	2.6	0	1.1	pine , citrus

TRADE PERSPECTIVE – THE GATEKEEPERS



QB Gin Portfolio

FLAVOUR PROFILE	CLASSIC/ JUNIPER	SPICY	FLORAL	CITRUS	SAVOURY	FLAVOURED
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Our Gin portfolio clearly demonstrates its points of difference by choice of botanicals

CONSUMERS PERSPECTIVE

- DO CUSTOMER KNOW WHAT BOTANICALS ARE ?
- DO CUSTOMERS KNOW HOW MANY BOTANICALS ARE IN THEIR FAVOURITE GIN TIPPLES?
- DO THEY CARE ?

**CONCLUSION &
ANY
QUESTIONS?**