



NEEDLE

BLACKFOREST GIN

SECRET

- The secret of **Needle Gin** is excellent quality paired with Black Forest details.
- Needle tells a story about the Black Forest, inspired by **nature, the people, the lifestyle** and the **love of the Black Forest**.

BASIS

- The classic basis of Needle Gin is **juniper berries**, which are complemented by the distillation of **hand-picked Black Forest spruce needles** and other botanicals such as **citrus, ginger, oranges, allspice, cinnamon and lavender**.
- Needle Gin is a handmade gin with a strong character from the Black Forest.

HIGH RECOGNITION VALUE

- The company's **own shaped bottle**, which features **stylised spruce needles**, conceals a **high-quality handmade gin**. **Handmade** is also written on the bottle.

PRICE-PERFORMANCE WINNER

- **Handmade manufactured Gin on a price level of global brands**
- High quality handmade Gin with an **exceptional price-performance ratio**. **German RRP ist 11,99 € / 0,5 l bottle**.
- **Strong annual growth** since market **launch 2016**.
- **Top-selling German gin** according to Nielsen.
- In addition, Needle **supports retailers** in promotions with **displays gift packaging** in the **Forest décor**.



PERFECT SERVE NEEDLE BASIL SMASH

5 cl	Needle Gin
2 cl	Lemon Juice
2cl	Sugar Syrup
10-15	Basil Leaves

