

## \$17m Hendrick's Gin Palace unveiled in Scotland

William Grant & Sons has invested \$17 million into the expansion of the Hendrick's Gin distillery in Scotland. Dubbed The Hendrick's Gin Palace, the new site has doubled its capacity in response to the booming demand for gin worldwide.



For William Grant & Sons, a family-owned independent global spirits company, the new facility is considered the most significant development since the launch of the premium gin brand in 1999. Production capacity aside, the distillery also provides facilities for Hendrick's master distiller, Lesley Gracie to develop new creative expressions.

"I've been distilling Hendrick's for almost twenty years and during that time, my team and I have had the opportunity to explore and experiment on a small scale. However, I'm thrilled and excited to take full advantage of our wonderful new distillery and begin working on a line of experimental liquids, some of which will hopefully blossom into future releases and potential new expressions of Hendrick's," says Gracie.



## An artful expansion

Described as an "artful expansion", the Hendrick's Gin Palace features an enchanting walled garden which leads to an imposing Victorian inspired palm house. This is flanked by two botanical hot houses used to cultivate a plethora of botanicals and flora from around the world. There is the inner sanctum that is Gracie's laboratory which features a flavour library, a lecture theatre that encourages scholarly learnings and a suitably stylish bar.

And of course, there are two new still houses. The Hendrick's family of stills has flourished and now stands at six – four Bennett stills including the original antique copper pot still hailing from 1860 and three precise replicas. And two Carter Heads including one original constructed in 1948 and one exact reproduction.



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Pamela Selby, the global brand director for Hendrick's added: "The Hendrick's Gin Palace in its design and experience, is

intended to inspire curiosity, open minds and serve as a platform for invention. It pulls back the curtain on the wondrous production method and showcases the many layers of Hendrick's that it has become celebrated for, some humorous, others curiously intellectual, detailed and deeply meaningful.

"It represents the confidence we have in the brand that helped to kick-start the 'ginnaissance' and leading role it has played ever since."

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