

THE NORTHERN

SALT ROAD GIN

BLOOD ORANGE

SICILIAN BLOOD ORANGES

Our Blood Oranges come from the *ARANCIA ROSSA DI SICILIA IGP*, where the *Sicilian IGP Red Orange Consortium* ensures to protect, promote, and enhance the quality of the "Moro," "Tarocco," and "Sanguinello" varieties. They are cultivated in Sicily's eastern part of the island around the Mount Etna volcano. The nature of the land, the climate, the strong temperature variations, and the sun, make this product a unique example of high quality and typicality.



MORO



TAROCCO



SANGUINELLO

The three varieties of blood oranges used are *Moro*, *Tarocco* and *Sanguinello*.

They are seasonal, available in the period that begins in mid-December and ends in mid-June.

The botanical complexity of our gin is balanced by the zesty tang of blood orange and the delicate sweetness of citrus fruits.



A Selection of Our Key Botanicals:



Sicilian
Blood Oranges



Mediterranean
Sea Salt



Tuscan
Juniper



Sage



Coriander



Salt Content 0.01 - 0.015 gr per serving

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FROM THE SEA TO THE SUMMIT

Inspired by the ancient mountain routes known as *Via del Sale* in Piedmont, Italy, The Northern Salt Road Gin is a journey of exploration; a mix of culture, history, and gastronomy that evokes the sea to summit in every sip. Crafted with the highest quality Blood oranges, Mediterranean sea salt, and other select botanicals, *The Northern Salt Road Blood Orange Gin is a complement for classic cocktails and inspiration for modern mixology.*

PREMIUMIZATION IS DRIVING GROWTH WITHIN THE GIN MARKET

The ultra-premium gin segment has been *driving category growth* for the past three years, gaining an impressive *2.4 points* in dollar share.

The *Northern Salt Road Gin* is within the *ultra-premium category* aligning with current Gin category growth trends.

Source: NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 1/11/2025



SALTED PINK

Ingredients

- 1.5 oz. Salt Road Blood Orange Gin
- 4 oz. Grapefruit Soda
- 0.5 oz. Triple Sec
- 0.25 oz. Lime Juice

Method

Build in glass over ice and stir.
Garnish with grapefruit slice
and rosemary sprig.



6 Bottle Case



750ml Bottle