



THE NORTHERN SALT ROAD GIN MEDITERRANEAN

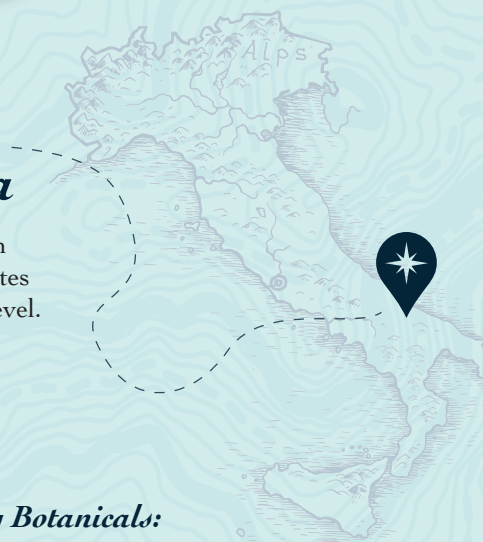
MEDITERRANEAN SEA SALT

Our salt is sourced from the city of Margherita De Savoia, located in the north-eastern region of Puglia. The territory is covered by 20km of *Salt Pans* known as “*Salinis*”. With breathtaking landscapes, the Salt Pans are a protected natural reserve that is characterized by its unique ecosystem of rare species of flora and fauna. The exceptional quality of our Mediterranean sea salt is directly attributed to the protected environment of this region.



The “Saline” of Margherita di Savoia

offers the highest quality Mediterranean Sea Salt, which enhances flavor and elevates our specially selected botanicals to a new level.



A Selection of Our Key Botanicals:



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 Mediterranean sea salt and a key selection of high quality botanicals, *The Northern Salt Road Mediterranean Gin elevates classic cocktails and provides 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



SALT ROAD NEGRONI

Ingredients

- 1 oz. Salt Road Mediterranean Gin
- 1 oz. Sweet Vermouth
- 1 oz. Italian Aperitif

Method

- Stir over ice.
- Strain over fresh ice into rocks glass.
- Garnish with an orange twist.



6 Bottle Case



750ml Bottle