

PALMARÁE

✿ GIN PREMIER CRU ✿

BRAND IMMERSION

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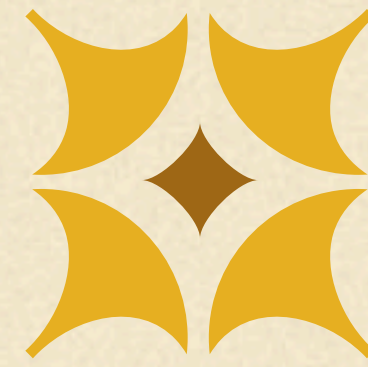


THE OPPORTUNITY



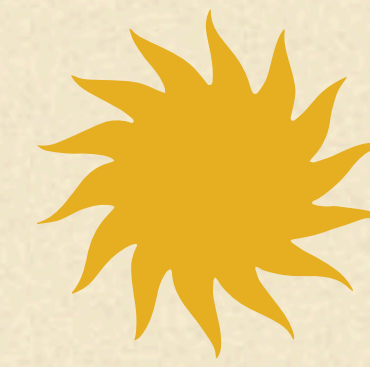
LUXURY BRANDS ARE LEADING THE WAY IN GLOBAL SPIRITS & HOSPITALITY

Thoughtful, experience-led brands are booming, serving a highly discerning and affluent population.



CONSUMERS WANT UNIQUE, ELEVATED PRODUCTS & EXPERIENCES

Consumers increasingly value unique, premium products and experiences which carry social currency.



THERE'S AN OPPORTUNITY IN THE THE GIN CATEGORY, GLOBALLY

There are no unique, shareable, 'bottle moment' Gin brands like those established in Tequila,

☀️ GLOBALLY, 50% OF GIN SALES ARE FROM THE PREMIUM AND ABOVE PRICE TIERS, WHICH HAVE GROWN 150% YOY ☀️

OUR PURPOSE

**WE ARE REDEFINING
GIN FOR A NEW
GENERATION**

**WITH A UNIQUE, SUPER
PREMIUM, GOLDEN
SPIRIT.**



THE SPIRIT OF THE OASIS



**WE FOUND SANCTUARY IN
MARRAKECH.**

*A place bursting with
colour, sound, flavours and
aromas - A unique identity
shaped by the fusion of
cultures.*

*An inspiration for our
harmonious and unique
blend of the regions'
delicate botanicals with
French distilling expertise.*

*Palmarée Gin Premier Cru
captivates the senses -
Your passport to an oasis of
indulgence.*

AN ELEVATED EXPERIENCE

PALMARÁE IS CRAFTED TO THRILL EVEN THE MOST DISCERNING PALATES.

Bottled in an alluring ceramic vessel of pure aesthetic delight, we refresh old-world charm with the elegance of modern luxury.

Palmaráe is a portal to the extraordinary and a reminder that an Oasis awaits us all.





DESIGNED TO CAPTURE THE SPIRIT OF A GENERATION

PALMARÃO IS CONNECTING WITH A GLOBAL
COMMUNITY OF LIKE-MINDED SOULS.

- ☀️ RESTLESS NOMADS
- ☀️ FREE-SPIRITED WANDERERS
- ☀️ SUNSET CHASERS
- ☀️ ADVENTURE SEEKERS
- ☀️ TASTEMAKERS & THRILL-SEEKERS

PALMARÁE BY OCCASION



BOTTLE TO TABLE



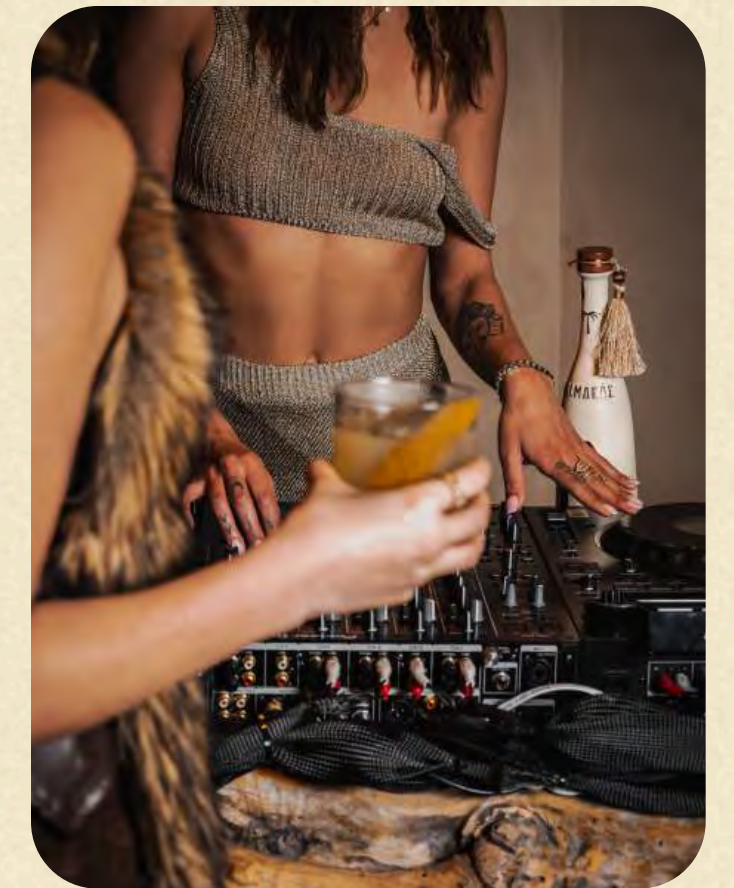
SIP NEAT



MIXOLOGY

CELEBRATING THE BOTTLE MOMENT

THE LIFE, SOUL, AND SPIRIT OF THE ~~GASIS~~ PARTY, PALMARÁE PREMIER CRU IS LEADING THE WAY WITHIN THE GROWING 'STATUS SPIRIT' CATEGORY.



PALMARÁE GIN

PREMIER CRU

- ★ AN ULTRA PREMIUM GOLDEN SPIRIT
- ★ SMOOTH, SIPPABLE & UNIQUE
- ★ COPPER POT DISTILLED
- ★ IMAGINED IN MARRAKECH
- ★ WITH RENOWNED MOROCCAN BOTANICALS
- ★ DISTILLED WITH THE FINEST WATER SOURCE AND EXPERTISE FROM COGNAC, FRANCE
- ★ 44% ABV





UNIQUE BOTANICALS



ORANGE BLOSSOM



MANDARIN



MEDJOOOL DATES



MOROCCAN MINT



MARRAKECH SALT

TASTING NOTES

SMOOTH & ELEVATED

Adventurous and fragrant, our skillful blend of botanicals infuses our gin with the essence of Morocco and North Africa. The aromas of orange blossom and mint leaves a profound complexity from the verbing juniper to the comforting mandarin. The after taste leaves a discovery of confit dates and a pinch of saltiness.

SOPHISTICATED & COMPLEX

Distinctive blend of French and North African botanicals imparts depth and nuance.



MIKO ABOUAF

HEAD OF SPIRIT & MASTER
DISTILLER

- ☀️ DISTILLER OF THE YEAR
- ☀️ CRAFT PRODUCER OF THE YEAR
- ☀️ MULTIPLE WORLD GIN AWARDS
- ☀️ “ICON OF GIN”

“Palmarée’s water source runs from the heart of Cognac, renowned for its purity. We take ‘Premier Cru’ beyond grapes and water, applying it to the very essence of our gin: the botanicals, ensuring we only use the very best small batch artisanal suppliers in their natural habitats of Morocco and North Africa.”



PARTNER DISTILLERY

**A LEADING FRENCH DISTILLERY
SINCE 1989**

The 4th-generation master distillers have a state-of-the-art distillery in the spirit valley of Cognac featuring:

- 4 production plants
- 21 Copper Pot stills
- 2 Column stills
- 56m Litre capacity in steel and oak barrels

UNIQUE PROVENANCE



MOROCCAN INSPIRED BOTANICALS

Sourced from a variety of quality locations and partners.



FRENCH DISTILLING EXPERTISE

The liquid is distilled in copper pots at Distillerie de la Tour, Cognac



FINISHED WITH MEDJOOOL DATES

Maceration with Medjool dates gives the liquid its signature golden hue.

AWARDS

IN 2024 WE RECEIVED SEVERAL TOP HONOURS

- ☀ **MASTER** *Spirits Business Masters*
- ☀ **GOLD** *Luxury Masters*
- ☀ **AWARDED** *San Francisco World Spirits Competition*
- ☀ **AWARDED** *International World Spirits Competition*
- ☀ **AWARDED** *International Spirits Challenge*



OUR GLOBAL FOOTPRINT OF HOT SPOTS IS GROWING



SOME OF OUR PRESTIGE PARTNERS

LONDON



THE ROOF GARDENS



ROSEWOOD
LONDON

ISABEL MAYFAIR

THE CONNAUGHT

Louie

TRAMP



BACCHANALIA

1 HOTEL
mayfair



ISABEL MAYFAIR

THE
CORAL
ROOM

NOBU

GAÏA

the hoxton

BROADWICK
SOHO

PARIS & SoF

PARIS SOCIETY

ZUMA

bâoli



GAÏA

BELLE PLAGE
.....

ش
SALAMA
SAINT-TROPEZ · CANNES

CIPRIANI
MONTE CARLO



LES CAVES
DU ROY
SAINT-TROPEZ

CAFÉ DE PARIS

HOTEL MONTECARLO

BYBLOS
SAINT-TROPEZ

MARRAKECH



BAROMETRE
CULINAIRE & MIXOLOGIE

NOBU



Oberoi
HOTELS & RESORTS



MANDARIN ORIENTAL
THE HOTEL GROUP



Farasha
FARMHOUSE

LES
JARDINS
DU LOTUS
FLOW RESTAURANT



LA MAMOUNIA
MARRAKECH



FARMERS



Casa bella

DUBAI & ABU DHABI

BILLIONAIRE



COYA



THE ARTS CLUB

GAÏA

SEXY FISH
095-74992



AFRIKAN QUEEN

CIPRIANI

La
Petite
Maison

Amazonico

ROSEWOOD
HOTEL GROUP

BAHAMAS



OLD FORT BAY
CLUB

Mogano



The
Dilly Club



ISLAND BROTHERS
& CO

ALBANY
BAHAMAS



BON VIVANTS

ROSEWOOD
BAHA MAR
NASSAU

Cleo
MEDITERRANEO
Baha Mar

COSTA

marcus UP
TOP
BAHA MAR



BAHAMAR

CASE STUDY: SoF TAKEOVER



**HOTEL BELLE PLAGE &
BELLA ROOFTOP**



**BAOLI & CLOUD 9
ROOFTOP**



**ZUMA ST-TROPEZ AT
BYBLOS HOTEL**



**SALAMA ST-TROPEZ &
CANNES**



**LES HALLES DE ST-
TROPEZ X VIP ROOM**



COYA



SEA SATIN



**MONTE CARLO BEACH
CLUB**



**MONTE CARLOW
BEACH HOTEL**



MARLOW

WE'RE GAINING NOTORIETY QUICKLY

“

Palmarée is a truly unique experience. The bottle presence and impact is clear, paving the path for Palmarée to elevate the Gin category the way 1942 and Clase Azul have done for Tequila.

However, it's the liquid that impresses me the most; incredible balance, powerful aromas and unique Moroccan botanicals that makes Palmarée so different to anything else in the market.



PIETRO RIZZO
50 BEST

HERO SERVES



BY THE BOTTLE

Served out of the bottle, at the table; a celebration of sharing.



ON THE ROCKS

Served neat on ice with an orange wheel and mint sprig.



P&T

Garnished with mint and orange. Topped with Mediterranean Tonic.

SIGNATURE COCKTAILS

THE CITRUS NOTES OF
PALMARÁE LIFT OUR
TWISTS ON YOUR
FAVOURITE COCKTAILS.



GOLDEN NEGRONI

A golden twist
on the white
negroni with
orange bitters.



MASH MASH PICANTE

The modern
favourite,
re-imagined
from Morocco.



MAROC 75

Bubbles and
Palmaráe. The
perfect toast.



PALM PALOMA

A modern hit
across the
industry and a
must-have at
our Golden
Hour parties.

FROZEN COCKTAILS

☀️ **SUN-SEEKER MAGNET FOR TERRACES**

☀️ **PREMIUM PRICE WITH MINIMAL GARNISH COSTS**

☀️ **30-SECOND BATCH & BLEND, ZERO WASTE**

☀️ **SOCIAL-READY COLOUR & CRYSTAL SHEEN**

Spotlight:

THE ROOF GARDENS



COCKTAIL TROLLEY

☀️ **INSTAGRAM-WORTHY THEATRE**

☀️ **ADDITIONAL SERVICE DISPENSE**

☀️ **PERFECT FOR A VARIETY OF
DIFFERENT SERVES AND
COCKTAILS**

☀️ **SHOWCASES PALMARÁE'S
BOTTLE AND LIQUID IN EQUAL
PROMINANCE**

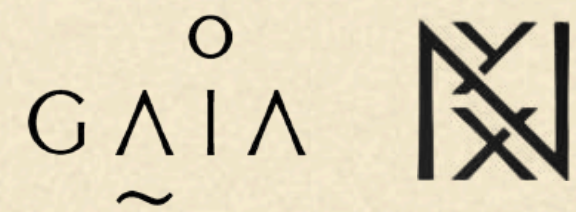
Spotlight:



BOTTLE TO TABLE

- ☀️ THEATRICAL MOMENT
- ☀️ HIGH ENERGY ASSETS
- ☀️ A PERFECT OPPORTUNITY TO CELEBRATE PALMARÁE IN HIGH-ENERGY SETTINGS
- ☀️ BOTTLE SHOWS, DRIVING BRAND AWARENESS

Spotlight:



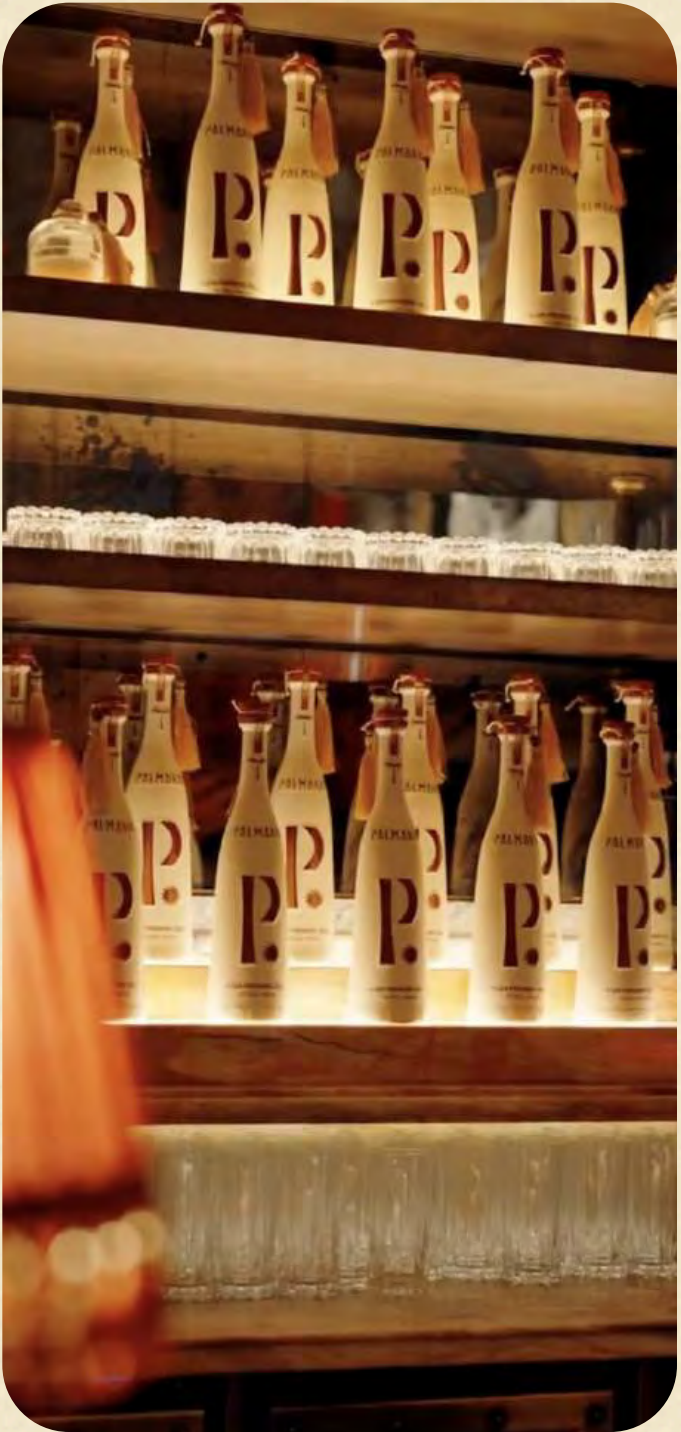
TRADE SUPPORT



TASTINGS & TRAININGS



BRAND EVENTS



BRAND ACTIVATIONS



BESPOKE POSM



CO-BRANDED ASSETS

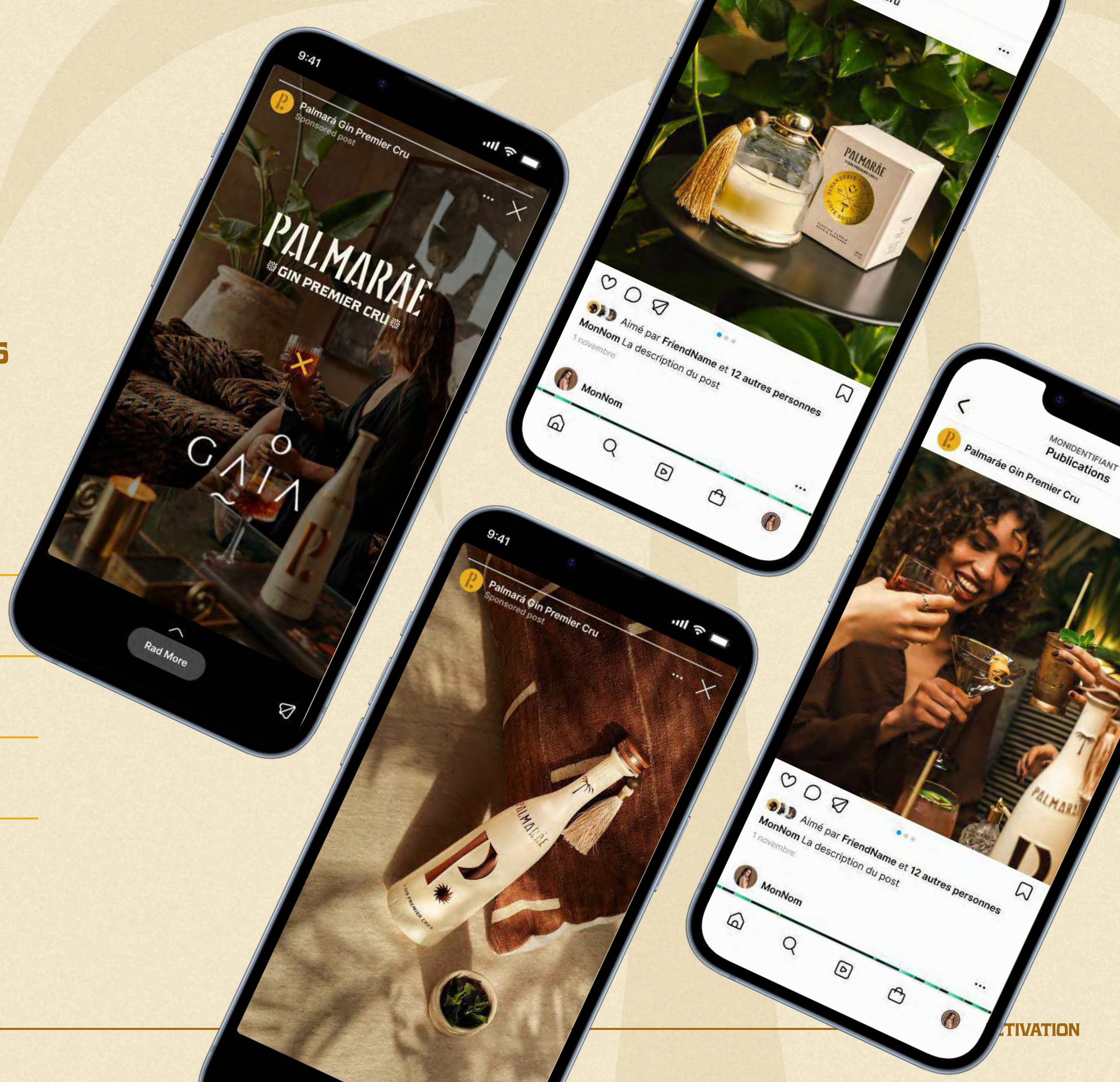


SERVES

DIGITAL SUPPORT

WE ENCOURAGE ALL FORMS OF LOCALISED DIGITAL COLLABORATION. OPTIONS AND BUDGETS TO BE DISCUSSED IN ADVANCE IN ADDITION TO THE TERMS OF ANY AGREEMENT.

- ☀️ SOCIAL POSTS
- ☀️ HIGH PRODUCTION PHOTOS & VIDEOS
- ☀️ INFLUENCER PARTNERSHIPS & UGC
- ☀️ PAID ADVERTISING



THOUGHTFUL & BESPOKE POSM





PAIRS WELL WITH PARADISE

