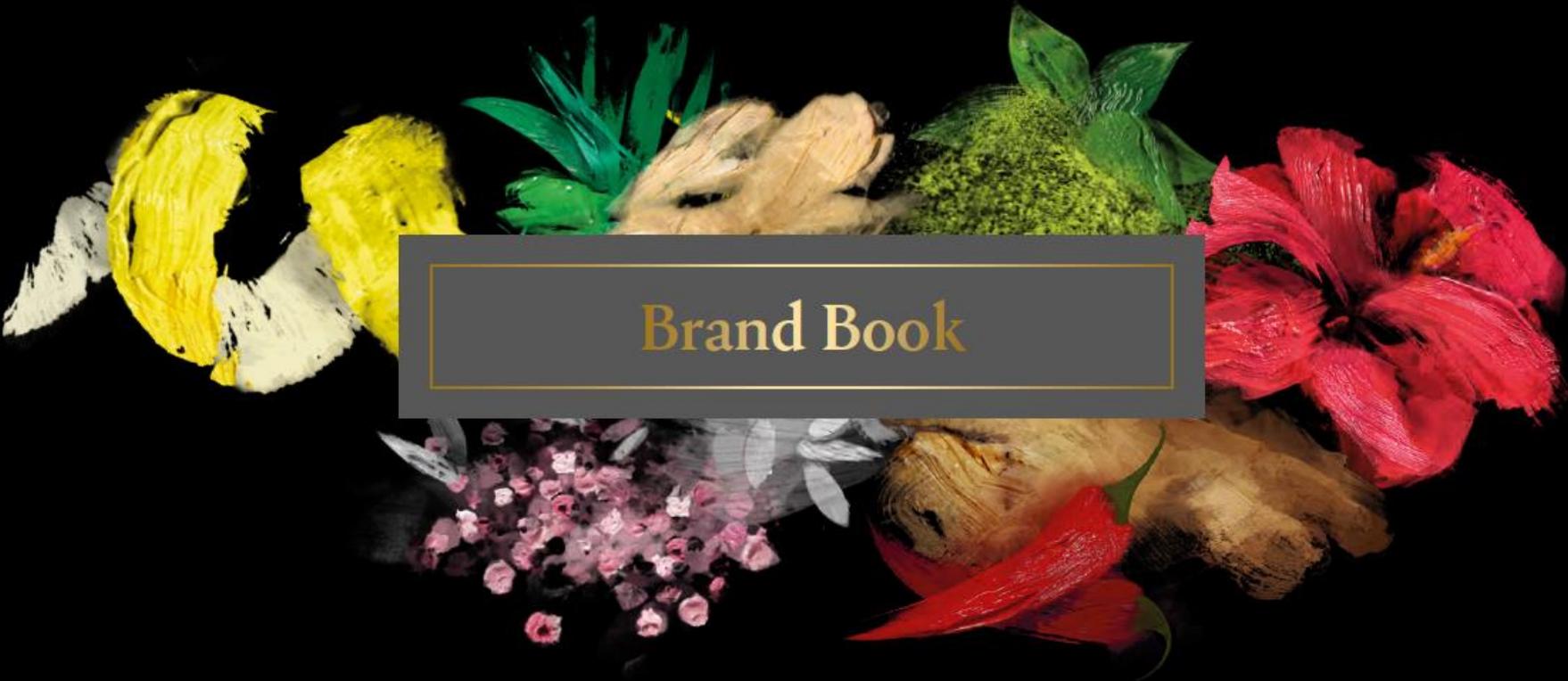




PREMIUM MIXERS



Brand Book

HIGH CARBONATION, LONGER-LASTING BUBBLES. FOR A LONGER LASTING INTENSE TASTE

There are three reasons why we pay so much attention to the quality of the carbonation. First, the right carbonation ensures both an intense and a long-lasting taste experience. Secondly, we're indebted to our founder Jacob Scheppe and feel honour-bound to uphold his legacy. And finally, of course, we simply want to give the world the very best premium mixers.

The bubbles

The quantity, durability and fineness of the bubbles are crucial for a superior taste intensity. Which is why Scheppe ensures that the quality and size of its bubbles remain guaranteed in all products. In short, the higher the carbonation, the greater the taste intensity. Long-lasting bubbles ensure that, from the first sip to the last, consumers enjoy the same intense drinking experience.

The balance

Scheppe's Premium Mixers are incredibly well-balanced, without any flavour notes being too strong. They were created to enhance the flavour of the spirit with which they will be mixed. But also have the perfect balance between herbal, floral, lime and citrus notes.

Henry's* Law of Carbonation.

Henry's Law tells us that a gas is more easily absorbed by a liquid when it is pressurised. When this pressure drops, the process is reversed again. This law was formulated by the English chemist, William Henry, in the early 19th century.

We consider the carbonization of water a science that Jacob Scheppe put into practice through his soft drinks. He discovered that the character of the bubbles, and freshness they cause during drinking, have a major influence on the taste.

*William Henry (1774–1836) was an English chemist born in Manchester, England, who developed what is known today as Henry's Law.

THE MAGIC OF MACERATION. IN SEARCH OF THE ESSENCE OF TASTE

Maceration is key in the production process in ensuring that Schweppes Premium Mixers acquire the essences that flavour them. You will find no chemically engineered or synthesized flavourings, but instead some of the world's finest fruits, grown in the rich, fertile soils along Spain's Mediterranean coast. Indeed, a number of the region's very best orange orchards grow their crops exclusively for Schweppes.

During maceration, an anaerobic environment is created in a sealed container filled with the ingredient to be macerated. This anaerobe process results in a high-quality super-pure natural essence that in turn serves as flavouring. This ideal blend of craftsmanship and innovation gives Schweppes its balanced and distinctive taste.

The maceration process:

- During the manufacturing of the essences and aromas for Schweppes **Premium Mixers**, a unique process of maceration, extraction and gentle distillation by steam is used.
- The aroma of Schweppes Premium Mixers is unique and based on 200-year-old artisanal manufacturing processes.
- The aroma for Schweppes **Tonic** is made by the maceration of orange, lemon and other citrus fruits. Essential oils selected from fruits and other vegetable components are added to refine the taste.
- To obtain the aroma for Schweppes **Ginger Ale**, a process of maceration of different natural vegetable components is carried out, together with essential oils selected from citrus fruits from four continents.
- Both the Tonic and Ginger Ale aromas are unique and exclusive to Schweppes products. The formula for these aromas is a **carefully-guarded secret**.

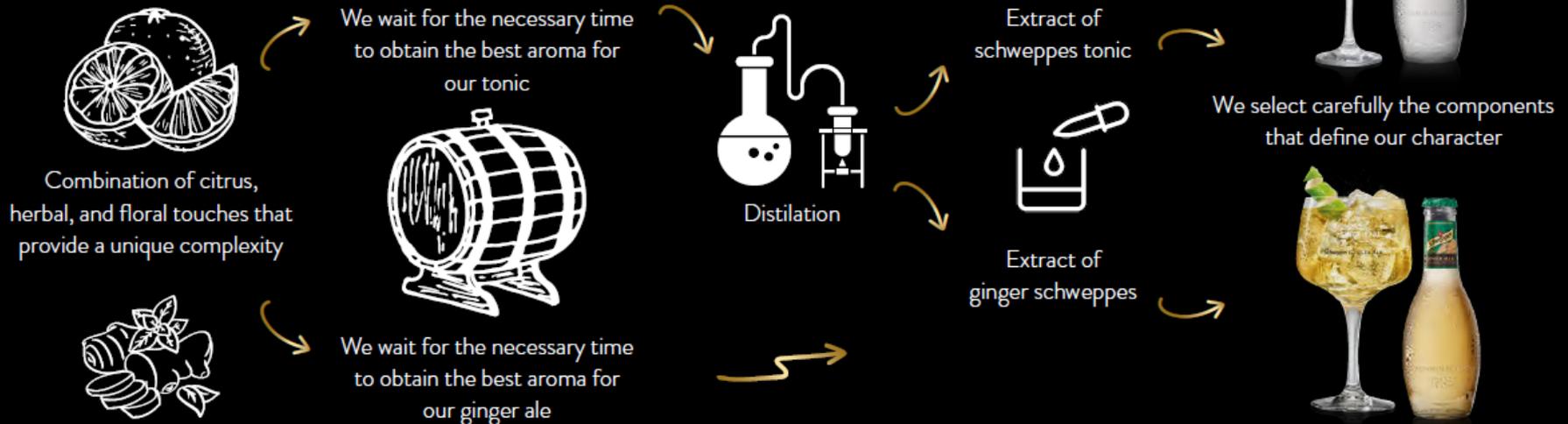


THE MAGIC OF MACERATION. IN SEARCH OF THE ESSENCE OF TASTE

Every flavour gets our full attention

All Schweppes Premium Mixers flavours are a result of maceration, extraction, and distillation of citrus essential oils and other natural plant components.

- The fruit bases for **lemon & orange** are composed of the whole fruit, including the rind, which gives the flavour greater complexity, aromatic variety and a slight bitter touch.
- The lemon & orange bases, which are unique in the market and based on artisanal manufacturing processes going back more than 100 years, are shown in the infographics:



Schweppes is involved in and has control over the entire production process for Schweppes Premium Mixers. This enables us to guarantee the very highest quality.

MADE FOR MIXING. CREATED BY EXPERTS FOR EXPERTS

All Schweppes drinks can be drunk straight, but this range has been specially developed for mixing. And don't forget: Schweppes Premium Mixers are not only for cocktails but also mocktails!

- The Premium Mixers are based on the expertise of mixologists and the Schweppes R&D team, who can lean on years of experience in the world of tonics. Crafting many different types of tonics to enhance the latent aromas found in the spirits themselves.
- It's all about the right balance between the spirit and the Premium Mixer. The various elements and ingredients should complement each other to create a perfect drink.
- With Premium Mixers, barkeepers finally have a highly natural and sophisticated product with which to enhance the flavour of any spirit.



BEAUTIFUL AND ICONIC DESIGN. PACKAGING RESISTS HIGH CARBONATION

The egg-shaped bottle was initially purely functional: Jacob Scheppe discovered as early as 1783 that this shape meant the pressure in the bottle remained the same and that therefore the bubbles were better preserved.

After 10 years of experimenting, Jacob Scheppe invented the first industrial process to capture and bottle bubbles.

From the first iconic bottle over 235 years ago to the current premium design, the 'egg' is a recurring shape in our bottles. The lack of angles or short sides reduces the risk of breakage and keeps the bubbles in optimum condition.



Tonic & Touch of Lime

Tonic & Touch of Lime

History

A tribute to the perfect balance between tradition and the avant-garde in DELHI.

A city that exudes both history and modernity. Centuries-old temples and customs blend with the latest trends in its narrow streets and colourful, lively markets. In DELHI, culture reinvents ancient wisdom, incorporating influences from elsewhere to create something unique and contemporary. A dash of citrus to reinvent an iconic city steeped in history.

The traditional tonic with new citrus nuances.

Aromas

Classic and citrus. With the scent of lime rind.

The perfect serve

A twist of lime and a dash of lemon: two citrus fruits that perfectly complement the juniper-based gin.

It best matches gin, tequila, vodka and martini.



Tonic & Pink Pepper

Tonic & Pink Pepper

History

Irreverent and spicy, a tonic that evokes the intensity and unique essence of RIO DE JANEIRO.

RIO. An avalanche of colours, pink pepper, spicy aromas and unique sensations. A sensual city that reverberates with every step taken, awakening your senses and taking you to another level. Because Rio is the perfect combination of lush nature, indescribable attractions and inhabitants who enjoy life to the fullest. An unexpected blend that is both intense and subtle.

Aromas

Dry and spicy. With a natural pink pepper scent.

The perfect serve

A twist of lime and a dash juniper berries, citrus and botanicals to complement the perfect dry Gin & Tonic.

It best matches gin, tequila and vodka.



Tonic & Hibiscus

Tonic & Hibiscus

History

Smooth exhilaration that brings you HAWAII in its wildest form.

Our mildest and most fruity tonic, inspired by the wild flowers of HAWAII. Pure exoticism that transports you to the unexplored volcanic landscapes of the island, with hibiscus growing wild. Floral aromas that satisfy the five senses and intense colours that connect to nature at its purest. A fresh, fruity sensation that infiltrates the senses and takes you to paradise, with bubbles of serenity and pure enjoyment.

Aromas

Sweet and fruity. With a natural hibiscus flower scent.

The perfect serve

A twist of lemon and peppermint leaves, with a dash of citrus and a fresh taste that blends perfectly with the fruity flavours of the mix.

It best matches gin and vodka.



Ginger Beer & Chili

Ginger Beer & Chili

History

Spicy excitement amidst the streets of BANGKOK.

Travel through the crowded street markets of Yaowarat on a sensory journey of colour and abundant, intense stimuli. The Schweppes Ginger Beer Premium Mixer encapsulates an exotic, surprising taste that refreshes at the same time that it releases its spicy ginger and striking aftertaste.

It is flavour that packs a punch with all the energy of a city that never sleeps, where the stimuli overlap and overlap to the point where you can only let yourself go and be carried away by the whole experience.

Aromas

Exotic and spicy. With natural aromas of ginger and chili pepper.

The perfect serve

The twist of lime and the spearmint provide citrus aroma and freshness.

It best matches whiskey, bourbon, rum or vodka.



Ginger Ale

Ginger Ale

History

Bright freshness inspired by markets in JAMAICA.

Relive a sunset in JAMAICA, a land of street markets smelling of herbs and spices. Encounter the personality of Jamaicans, fresh and vibrant, wearing their soul on their sleeve. Discover the spicy, fresh flavours of the wild ginger that grows in the heart of the island. Lose yourself in landscapes bathed in mysterious light. Intense sensations working on the senses as delicious contradictions, conveying the freshness and brightness of Jamaican culture.

Aromas

Soft, fresh and bright. With ginger aromas and natural extract.

The perfect serve

A twist of lime and fresh flavour to match the aromas of premium whiskeys.

It best matches whiskey, rum or vodka.



Orange & Lychee

Orange & Lychee

History

Freshness with a citric mystery.

Experience the essence of chinese culture through a combination of oriental flavours that express the sensory experiences of the world's most populous country. Be surprised by the sweet nature of lychees, evoking the explosion of colour produced by the flowering of its tree each february, combined with the bitter acidity of its orange bark. Flavours that are opposing and complementary at the same time, with nuances that transport you from the mysterious solemnity of beijing's forbidden city to the hustle and bustle of wangfujing.

Aromas

Sweet and slightly bitter. With a natural lychee aroma.

The perfect serve

Orange twist: a citrus hint with personality that supports the aroma of the mixer.

It best matches Vodka.



Orange Blossom & Lavender

Orange Blossom & Lavender

History

The freshness spirit of the Mediterranean

Discover the sweet scent of the Mediterranean in a single sip. The mixture of orange blossom and lavender, usually used by the greatest perfumers, will surprise you with their freshness and authenticity. Let yourself be surprised and embark on a gustatory journey to the edge of the Mediterranean. Make way for the subtle treatment of lavender and orange blossom aromas. Its floral notes explode on the palate and reveal the aromas of premium spirits.

Aromas

Sweet and floral. With a natural lavender flower scent.

The perfect serve

A twist of lime and floral flavors to match the aromas of premium spirits

It best matches premium gins and vodka.



The perfect mix

Schweppes Premium Mixers is an ideal and intense addition to high-quality gins and other premium spirits. It is a perfect option for those willing to get more than a classical gin & tonic combination. It is an ideal treat for people who like fresh, exotic flavours created in drinks using top-notch alcohols.

For a
perfect
mix



**TONIC &
TOUCH OF LIME**



**TONIC &
PINK PEPPER**



**TONIC &
HIBISCUS**



**GINGER BEER &
CHILI**



GINGER ALE



**ORANGE &
LYCHEE**



**ORANGE BLOSSOM
& LAVENDER**

Gin	X	X	X	X		X	X
Vodka	X		X	X	X	X	X
Rum				X	X	X	
Bourbon				X	X		
Whiskey				X	X		
Tequila	X	X		X		X	X
Mezcal	X	X		X			
Campari	X		X	X			
Martini	X		X				
Lillet	X		X				X



PREMIUM MIXERS

J. Schrepper

1783