

# HENDERSON

## WHISKEY

# EVERY SINNER NEEDS A SAINT



@henderson whiskey @hendersonamericanwhiskey [hendersonwhiskey.com](http://hendersonwhiskey.com)



# FLAVORED WHISKEY IS ON THE RISE

IN Q1 2023, FLAVORED WHISKEY +2.9%  
OUTPACED BOURBON +1.7%.

MARKET SIZE IN 2022:	USD 27.9 BILLION
REVENUE FORECAST BY 2030:	USD 47.1 BILLION
CAGR:	7.8% FROM '23 TO '30



## VANILLA FLAVORED WHISKEY

With highlights of vanilla and oak and caramel undertones on the finish, Henderson Original is meticulously blended and exceptionally mellow on the palate.

## APPLE FLAVORED WHISKEY

With crisp green apple on the palate, Henderson Apple Flavored Whiskey is medium bodied with a crisp, sweet finish.

## PEACH FLAVORED WHISKEY

With luscious fresh peach notes on the palate and nose, Henderson Peach Whiskey is medium bodied with a zesty, yet silky finish.