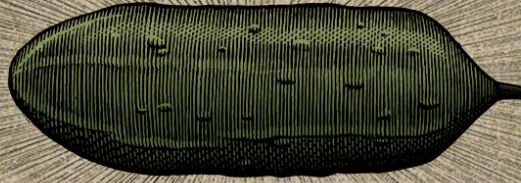




A CONCISELY  
COMPREHENSIVE

SUMMATION OF

HENDRICK'S®



CURIOSITARIUM

WORLD CUCUMBER DAY

2018

## CELEBRATE WITH A SLICE OF THE UNUSUAL

Who knew that a lowly green fellow known to us as a simple garnish was celebrated the world over? It is time though dear reader, to embrace this most wondrous of fruits who simply magnifies the already thoroughly deliciousness of Hendricks & Tonic.

**June 14th 2018** is no typical Thursday. OH NO!! This be the day we devote to our very special friend Cucumis Sativus and rejoice together and celebrate his fundamental contribution to the garnishing of this marvellous tippie at all ends of the globe.

So we humbly request that you join us in raising a glass and celebrate with a slice of the unusual this World Cucumber day 2018!

## THE CURIOSITY OF CUCUMBERS



In our hunt for the most perfect of garnishes to accompany our Hendrick's Gin and Tonic, we've travelled the globe searching for the most curious of cucumber specimens. We have uncovered this mysterious fruit in many unusual and exotic forms, some unseen to human eyes before now. Our expert cucumber catchers have worked tirelessly for the past year to capture these rare cucumber specimens to present to you, exclusively, in airports across the globe. Simply visit [www.worldcucumberday.com](http://www.worldcucumberday.com) to see them all in one glorious location.

## THE FINEST SPECIMENS



### THE WORLD'S MOST ADORED CUCUMBER

(CUCUMIS MAXIMUS LOVELYNSS)

*Behold true cucumber beauty before your very eyes.  
I say, please don't stare too much, it's rude don't you know.*

**SPECIMEN No.1**

### EXPLORER CUCUMBER

(CUCUMIS DISSAPPEARUS WHEREUS)

*Hidden deep in the jungle this courageous specimen loves discovering new species of odd and unusual creatures. Fearless as he is green, he spends months living among the leaf litter meticulously documenting his curious discoveries with a tall Gin*

**SPECIMEN No.6**



# UNUSUAL RECIPES

And now, for your tipping *enjoyment*, we present a decidedly delightful list of delectable cocktails designed to highlight the glorious cucumber.

Visit [HENDRICKSGIN.COM](http://HENDRICKSGIN.COM) for more TASTEFUL TIPPLES!



## A POCKET FULL OF GREEN

- 50ml HENDRICK'S GIN
- 8 -12 Torn mint leaves
- 30ml Fresh Cucumber Juice
- 20ml Freshly Squeezed Lemon Juice
- 35ml Aloe Vera Juice
- Topped Soda Water (30ml)

### PREPARATION

Add Hendrick's, cucumber + lemon juices along with mint into a glass and gently muddle until a pulpy consistency. Add plenty of cracked ice and churn. Add aloe vera juice and soda, stir, and add more crushed ice building into a stack.



## FLORADORA

- 40ml HENDRICK'S GIN
- 20ml lime juice
- 10ml raspberry syrup
- top with ginger beer

### PREPARATION

Build ingredients over ice in a highball glass. Garnish with a fresh raspberry and a cucumber slice.



## CUCUMBER COOLER

- 20ml HENDRICK'S GIN
- 10ml St. Germain®
- 10ml fresh lime juice
- 5ml simple syrup
- 5 mint leaves

### PREPARATION

Combine all ingredients (with the exception of the sparkling water) in a mixing container. Add ice, shake vigorously and strain into an iced long glass. Top with sparkling water and garnish with a cucumber wheel.



## POET'S DREAM MARTINI

- 80ml HENDRICK'S GIN
- 10ml French vermouth
- lemon peel
- slice of cucumber to garnish

### PREPARATION

Combine Hendrick's and vermouth in a mixing glass with ice. Stir until the mixture is very cold, then strain into a chilled martini glass. Squeeze the lemon peel over the glass to release the oils, then discard the peel. Garnish with a slice of cucumber and enjoy!



# STYLE AND MANNERISMS OF THE CUCUMBER GARNISH

We propose that you allow yourself to be inspired by the *shape, colour and translucency of your glass*. For example, *cucumber spears* or *batons* will work quite well in a tall glass, while slices may offer more panache in shorter, rounder glassware. In working with *opaque glasses*, it may be more desirable to create a situation where the *cucumber floats* or is placed on top.

In his work *Bartending: A Professional's Guide to the Industry*, MR. ADAM FREETH suggests slicing the cucumber at a 45° angle with the skin on, then making a *small cut* from the centre and placing this slice on the side of a HENDRICK'S AND TONIC GLASS. In a later section of the book, he suggests serving a HENDRICK'S G&T in a *chilled 12 ounce highball glass with lots of cubed ice, and garnishing the drinks with a thick slice of cucumber*.

MR. CORDIGLIERI serves his establishment's HENDRICK'S AND TONIC with a *slice of cucumber on the top* of a traditional highball glass. In his experience, most people do not eat the *cucumber slice*, thus he emphasizes the *visual effect and flavour enhancement qualities*.



*Oddly infused with rose and cucumber*

#HendricksGin

#worldcucumberday

