

# The gin experience we formulated at Formula 1

**CASE STUDY: HENDRICK'S + MIAMI GRAND PRIX**

*Beverage Strategy & Production*

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**HENDRICK'S**  
DISTILLED AND BOTTLED IN SCOTLAND  
**GIN**

**ICEBOX**  
BE SERVED. BE SERVED WELL.



## THE CHALLENGE

When the three-day Miami Grand Prix hit Miami Gardens in Florida, Momentum Worldwide turned to us with a job: Produce thousands of the freshest Hendrick's cocktails, all seamlessly integrated into an existing asset, including one frozen drink to serve en masse in the 100°+ summer heat.



Challenge accepted. Now it's off to the races.



# THE SOLUTION

We created a beverage strategy for Hendrick's key demo—affluent young professionals in their late 20s through mid 40s. We crafted a distinct menu of four gin cocktails, then showed up with the works—our production trailer, draft system, equipment and team—to produce thousands of cocktails on site, served in a showstopping way at the pull of a tap handle.



## POMEGRANATE PUNCH

*Made with Hendrick's, pomegranate juice, fresh lemon juice, simple syrup and black currant tea. Enough for 6,000 kickass cocktails, not only served at the activation, but also at multiple food hall stations across the massive Grand Prix campus.*



## NEPTUNIA FIZZ

*Refreshingly carbonated with the bright citrus finish of Hendrick's Neptunia. With enough fresh lime juice and simple syrup to make a splash 2,000 times over.*



## CUCUMBER LEMONADE

*Mixed with Hendrick's gin, simple syrup, fresh lemon juice and freshly made cucumber juice. A whole lot of peeling—and 2,000 delicious cocktails on ice.*



## SKYLIGHT DELIGHT

*Served frozen and highlighting Hendrick's classic gin, with simple syrup, fresh lemon juice, a touch of Blue Curacao for color and a sweet candied lemon garnish. We tailored three high-volume, high-quality frozen drink machines to pump out 3,000 cocktails, keeping them all frozen despite the record high temps outside.*

13K  
LEMONS

500  
CUCUMBERS

7K  
COCKTAILS



## THE RESULT

13,000 lemons were juiced, 1,000 pounds of sugar hauled and 12,000 slices of cucumbers garnished cocktail glasses for three days straight. We carbonated 85 kegs and concocted 1,500 frozen cocktails every day, producing a grand total of 250 batches for everything on the menu. We blended the lines of theater and functionality, making it look as if the drinks were coming out of a towering "Libation Station." In all, we created an experience that turned over 200,000 heads. Another win for Hendrick's, Momentum and their trusted partner, ICEBOX.

**PROVING  
THE FRESHEST  
INGREDIENTS  
CAN BE SERVED  
UNIQUELY—AND  
IN VOLUME.**

Tell us your vision. We'll bring it to life.

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