

WELCOME TO
MONDAY

Sell Sheet 2022





MONDAY GIN

Our flagship spirit is a true original, made in small batches with natural ingredients at a Southern California craft distillery.

The nose is bold and juniper forward in classic London Dry fashion. On the palate, strong juniper throughout is accompanied by notes of bitter lemon, grapefruit with a hint of coriander. Finishes long with complexity and heat that develops over time.

Pair simply with punchy Indian style tonic, flavored tonics (elderflower, orange blossom, etc.), soda water, fresh citrus.

Classic Cocktails: G&T, Gimlet, Negroni, French 75, Gin Fizz, Bramble. magna aliqua.



750_{ML} Case (6)
\$24 each \$40 MSRP



MONDAY WHISKEY

Our second spirit is inspired by an American classic, handcrafted in small batches by our award winning Bourbon maker.

On the nose, butterscotch, raisin, and toasted brown sugar. The palate presents roasted coffee, rich caramel, and warm molasses. The finish is long with spicy heat down the middle and a hint of orange.

Pair simply with crisp ginger ale, spicy ginger beer, classic cola, or a few dashes of aromatic bitters.

Classic Cocktails: Old Fashioned, Manhattan, Sazerac, Whiskey Sour.



750_{ML} Case (6)
\$27 each \$45 MSRP



MONDAY MEZCAL

Our latest expression is a tribute – a nod to old world traditions made modern for the next wave of drinkers to experience.

The nose opens subtly with florals, fruit, and agave nectar met by campfire smoke and pepper. Fresh citrus and apple on the palate give way to earthy roasted agave, prominent smoke and well-rounded heat. This dry, balanced reposado is undeniably complex, finishing clean with lingering warmth.

Enjoy neat and sipped slowly alongside orange slices with hot salt or pair simply with tropical fruits, citrus, south of the border heat, and chocolate.

Classic Cocktails: Margarita, Paloma, Sunrise, Oaxaca Old Fashioned.

750_{ML} Case (6)
\$25 each \$42 MSRP

CASE DIMENSIONS						BOTTLE DIMENSIONS			PALLET CONFIGURATION			CODES
Item Description	Pack	Weight	Height	Width	Length	Height	Width	Weight	Cases/Layers	Layers/Pallet	Cases/Pallet	UPC
Monday Gin	6	21 lbs	9.5"	7.75"	11.5"	9"	3.7"	3.3 lbs	20	5	100	860003126707
Monday Whiskey	6	21 lbs	9.5"	7.75"	11.5"	9"	3.7"	3.3 lbs	20	5	100	860003126714
Monday Mezcal	6	21 lbs	9.5"	7.75"	11.5"	9"	3.7"	3.3 lbs	20	5	100	860003126776