



International  
**Scottish Gin**  
Day

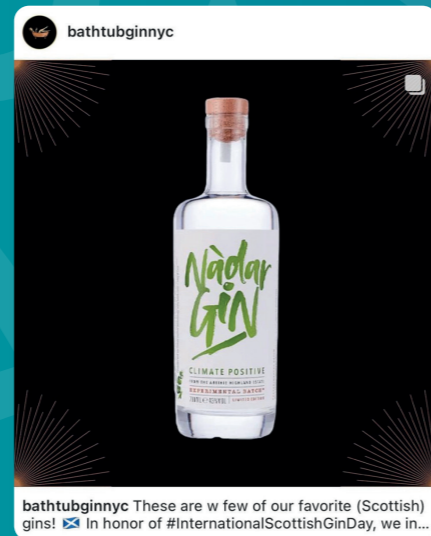
**Saturday**  
**5th October**  
**2024**

# Gin Community



[www.internationalscottishginday.com](http://www.internationalscottishginday.com)

#ISGD | #DiscoverScottishGin | #DrinkResponsibly



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A celebration of the brands, distilleries and people.



A celebration of the landscape and stories.



A celebration of aromas, flavours and botanicals.



A celebration of distilling, craft and heritage.

# Introduction

**International Scottish Gin Day, established by The Gin Cooperative in 2018, is the official international celebration of Scottish Gin in the drinks industry calendar, taking place on the first Saturday in October each year.**

The day is used by the Scottish Gin industry to showcase their Scottish Gins, highlight their brands and stories through events, promotions, collaborations, partnerships, generates content about Scottish Gin and puts Scottish Gin in the spotlight across social media and other digital channels.

International Scottish Gin Day also a day for retailers and the off-trade, hospitality and the on-trade, journalists, newspapers, publications, bloggers, content creators, and other businesses, organisations and individuals working in Scottish Gin or related industries and media to participate.

From distillery tours and in-store tasting events, online offers and promotions, editorial and news coverage to special International Scottish Gin Day cocktail menus and drinks promotions, International Scottish Gin Day has helped create footfall for businesses, generate Scottish Gin sales, and continues to add value to the term Scottish Gin.

There's no fee's, criteria or set-format for what an International Scottish Gin Day event or promotion looks like, simply it should feature Scottish Gin. The day and build up to the day is there for you to use allowing you to work to your schedule, using your strategy, promoting your event, offers or content in a way that works for you.

In addition, International Scottish Gin Day related content can help create brand awareness and engagement for the businesses and brands involved, connecting, educating and inspiring consumers to learn more about your business, brand, blog and more.



# Scottish Gin Facts

**OVER 110 SCOTTISH DISTILLERIES PRODUCING SCOTTISH GIN**



**WELL KNOWN SCOTTISH GIN BRANDS INCLUDE EDINBURGH GIN CAORUNN HENDRICK'S THE BOTANIST**

**SCOTTISH GIN CITIES INCLUDE ABERDEEN DUNDEE EDINBURGH GLASGOW PERTH**

**SCOTTISH GIN STILL NAMES INCLUDE ALBERT ANNIE DELILAH DOUGLAS FELICITY GINGER LITTLE ELLA**

**OVER 100 SCOTTISH GIN DISTILLERY VISITOR EXPERIENCES AVAILABLE**



**OVER 200 SCOTTISH GIN BRANDS**

**OVER 700 SCOTTISH GINS CURRENTLY AVAILABLE**

**SCOTTISH HIGHLANDS IS HOME TO THE MOST SCOTTISH GIN BRANDS**

**GREAT GLEN DISTILLERY IS SCOTLAND'S SMALLEST SCOTTISH GIN DISTILLERY**

Data based on The Gin Cooperative database of Scottish Gin, correct as of December 2024.

# Ideas & Inspiration



International  
Scottish Gin  
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**Whether you're a gin blogger, lifestyle content creator or influencer, International Scottish Gin Day provides plenty of unique opportunities for you to create engaging Scottish Gin and Scottish Gin related content for your blog, website or social media channels.**

In addition, International Scottish Gin Day is a chance to start and grow meaningful relationships and develop collaborations with not only Scottish Gin brands but also other participants like bars, restaurants, drinks retailers, and more.

Your content could include an original written feature about a Scottish Gin brand or Scottish visitor's experience, a Scottish Gin review, photography, and video content. International Scottish Gin Day is the ideal platform to showcase your creative side.

We've compiled various ideas and examples for International Scottish Gin Day content, offers, promotions, competitions, and collaborations.

## CONTENT

### Cocktail Bar(s) Review

Written review of a cocktail bar that serves Scottish Gin. What Scottish Gins were available? Were there any Scottish Gin based cocktails on the menu? Would you recommend this Scottish Gin bar to your followers and audience?

### Discover Gin Styles

Written content with examples of different Scottish Gin styles, Navy Strength Scottish Gin, Old Tom Scottish Gin, Flavoured Scottish Gin, London Dry Scottish Gin along with suggested serves and garnishes.

### Food and Scottish Gin Pairings

Editorial featuring a range of Scottish produce paired with Scottish Gins - Scottish Salmon, Scottish Cheese, crackers and chutneys, Scottish cooked meats. Collaboration opportunity with several businesses.

### Interview a Scottish Gin Producer

Written interview, video or live video with a Scottish Gin brand owner or producer about how they got into Scottish Gin, current challenges, changes they have seen in the Scottish Gin category since they started.

### Original International Scottish Gin Day Cocktail

Written feature or video featuring the creation of an original Scottish Gin Cocktail with recipe and instructions. Collaboration opportunity with a Scottish Gin brand.

### Scottish Gin Distillery Visitor Experience(s) Review

Review a Scottish Gin Distillery visitors experience, with more Scottish Gin distilleries offering tours, tastings and some even offering Scottish Gin schools where visitors can make or blend their own Scottish Gin, there's a growing number of visitors experiences for you to try out and review.

### Scottish Gin Facts

Written feature with a variety of interesting trivia and facts about the Scottish Gin category but could also include some general facts about gin.

### Scottish Gin Review(s)

Written review of a Scottish Gin or a group of Scottish Gins. What did you like or dislike about the Scottish Gin? Did the packaging and branding have any visual appeal? Would you recommend this Scottish Gin to your followers and audience?

### Top Scottish Gin Cocktails to make at home on International Scottish Gin Day

Written feature or video featuring a number of classic cocktails made with Scottish Gin along with any other spirits - Martini, Negroni, Bramble, Gimlet or another gin based cocktails. Collaboration opportunity with several businesses.

## FOLLOWER OFFERS, PROMOTIONS, COMPETITIONS

### Buy a Scottish Gin and Get a Free Gift

Reward your followers, in partnership with a retailer and or a Scottish Gin brand.

### Exclusive Hospitality Offer

Partner with a hospitality business and provide your followers with a special offer - buy a Scottish Gin and tonic, and get a free mixer when you use code X at the bar.

### Exclusive Scottish Gin Discount Code

Reward your followers with an exclusive discount code. Partner with a Scottish Gin brand and provide your followers with a unique code when they Like/Follow/Comment on your post and follow the Scottish Gin brand.

### Win a Scottish Gin Hamper

Competition led written feature about Scottish Gin and complimentary products for example Scottish salmon, cheese, biscuits. Partnership opportunity for a with a variety of companies to be involved.

### Win A Scottish Gin Subscription

Competition to win a Scottish Gin Subscription for your followers. Partner with a company that offers a Scottish Gin subscription like ScottishGin.com

### Win a Scottish Gin Visitors Experience Competition

Competition to win a Scottish Gin Visitors experience for your followers. Partner with a Scottish Gin distillery that offers a tour, tasting, Scottish Gin school or other type of visitors experience.

# Social Media

Every year we see an increasing number of International Scottish Gin Day posts on social media and to help us ensure we see your content and can share please ensure you tag us in your posts so we can share your content across the International Scottish Gin Day social media channels. Also please try to use the official #ISGD hashtag.



## Facebook

[www.facebook.com/InternationalScottishGinDay](https://www.facebook.com/InternationalScottishGinDay)  
@InternationalScottishGinDay



## Instagram

[www.instagram.com/international\\_scottish\\_gin\\_day](https://www.instagram.com/international_scottish_gin_day)  
@international\_scottish\_gin\_day



## X

[www.x.com/IntScotGinDay](https://www.x.com/IntScotGinDay)  
@IntScotGinDay

### Drink Responsibly

We have a duty to our audience and followers that the content connected with International Scottish Gin Day carries a clear 'Drink Responsibly' message.

Please ensure where applicable that your content has a 'Drink Responsibly' message and does not encourage excessive alcohol consumption. This can be a #DrinkResponsibly hashtag or similar wording that complies with the regulations for the promotion of alcohol in your country.

# Downloads

We've created a variety of print ready and digital resources for you to use including posters, tasting mats and our International Scottish Gin Day logo. The files are available to download for free and use to help you brand your content and are available from the downloads section of the International Scottish Gin Day website.



## Downloads

[www.internationalscottishginday.com/downloads](https://www.internationalscottishginday.com/downloads)



## International Scottish Gin Day

[www.internationalscottishginday.com](https://www.internationalscottishginday.com)



## A to Z Scottish Gin Directory

[www.thegincooperative.com/scottish-gins](https://www.thegincooperative.com/scottish-gins)



## Scottish Gin Contacts

If you are looking for an introduction to a specific Scottish Gin brand or producer, please get in touch.

### File Types

International Scottish Gin Day logo and logo variations download: EPS, JPEG and PDF.  
International Scottish Gin Day Posters download: Print-ready A2, A3, A4 colour and mono PDF's  
International Scottish Gin Day Posters download: Print-ready A2, A3, A4 colour and mono PDF's

If you require a specific file type or require additional information or support please email:  
[hello@internationalscottishginday.com](mailto:hello@internationalscottishginday.com)

# Sponsors



Innovative Packaging for Shipping Spirits



Corks, Capsules, Closures



Global botanical merchants since 1882



Global bottle design solutions



Premium Scottish Tonic



Scottish Gin Merchants



Founders

# About Us

**The Gin Cooperative has been an authoritative, pro-active, positive voice in the world of Scottish Gin since 2017. Established by husband and wife Martin and Natalie Reid, The Gin Cooperative actively works with Scottish Gin brands to help showcase and promote the Scottish Gin category to consumers and trade.**

The Gin Cooperative website has grown to be the world's largest premium Scottish Gin resource, featuring the pioneering A to Z Scottish Gin Directory, a comprehensive Scottish Gin Distillery and Experiences directory, original Scottish Gin and industry editorial features and content, downloads, and more.

Co-founders Martin and Natalie Reid have been passionate about Gin since they first discovered the spirit in 2004. In 2017, they saw an opportunity to establish a website and business that would help others discover Scottish Gin.

The Gin Cooperative website is an invaluable resource, rich with educational and insightful content that helps consumers and companies working in the on-trade, off-trade, hospitality, food and drink, and wider spirits supply chain discover Scottish Gin.

Along with establishing The Gin Cooperative, the couple has also established International Scottish Gin Day, The Gin Cooperative Awards, an industry awards programme and ScottishGin.com, a specialist online Scottish Gin retailer.

Martin and Natalie have also travelled the length and breadth of Scotland, visiting Scottish Gin distillers, capturing photos and videos, and interviewing distillers and industry figures, all while balancing a growing number of Scottish Gin-related businesses.

As advocates for Scottish Gin, Martin and Natalie have worked tirelessly to promote the values, stories, brands, people, places, and products that make the Scottish Gin category unique. The Gin Cooperative co-founders have become a well recognised and respected part of the Scottish Gin industry, nurturing industry relationships, developing industry insight and working in collaboration with other businesses to help elevate the term Scottish Gin.

Martin and Natalie are also recognised figures and respected in the wider gin community, actively working with gin bloggers, mixologists, and other industry figures and businesses who share a passion for Scottish Gin.

The Gin Cooperative and International Scottish Gin Day were recognised by the Scottish Government in the Scottish Parliament on Wednesday, 21st of September 2022, for the value and contribution both businesses have made towards helping the growth of the Scottish Gin category on the world stage. MSP Stephanie Callaghan and Carol Ellis, founder of Ellis Gin, put forward the motion.



# Contact Us

**We created International Scottish Gin Day as a platform for celebrating and showcasing Scottish Gin and for collaboration, partnerships, education, generating sales and adding value to the term Scottish Gin.**

These goals are achieved each year thanks to the participation of all the fantastic businesses, brands, organisations and individuals.

If you require any information or would like to discuss how you or your business can be involved with International Scottish Gin Day 2024 please get in touch.

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**Company Number**  
SC585241

**VAT Number**  
400 2185 59

International Scottish Gin Day is a registered trademark and is part of The Gin Cooperative group of brands.



**SCOTTISH GIN**.com

SCOTTISH GIN MERCHANTS



## Connect and share



@InternationalScottishGinDay



@international\_scottish\_gin\_day



@IntScotGinDay

**#ISGD | #DiscoverScottishGin**