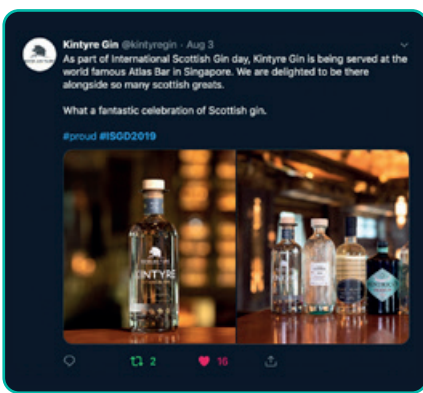


Gin Community and Content Creators



International
Scottish Gin
Day

The first
Saturday
in October



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Gin Community and Content Creators

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

About International Scottish Gin Day



**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.**

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.

Get involved

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, including working with Scottish Gin brands, retailers or hospitality venues on collaborative content for events, offers and promotions.





Inspiration

Did you know?

Share some interesting facts about the Scottish Gins you stock and share with your social media followers.

Discover Scottish Gin Distillery Visitor Experiences on International Scottish Gin Day

Blog or social media post featuring different distilleries producing Scottish Gin and the visitors experiences they offer, tours, tastings events, Scottish Gin Schools across Scotland. Could also focus on local/regional Scottish Gin distilleries.

Discover Scottish Gins by Style on International Scottish Gin Day

Blog or social media post featuring the different gin styles with examples of London Dry Scottish Gins, Navy Strength Scottish Gins, Old Tom Scottish Gins, Cask Aged Scottish Gins, Distilled Scottish Gins and Flavoured Scottish Gins or could focus on a theme Coastal Scottish Gins, Highland Scottish Gins, Urban Scottish Gins.

Discover the Best Gin Bars on International Scottish Gin Day

Blog or social media post featuring the Best Gin Bars, covering the most highly recommended gins bars on Trip Advisor or other sources. Could also focus on local/regional gin bars.

Food & Scottish Gin Pairings To Try on International Scottish Gin Day

Blog or social media post featuring a range of Scottish produce paired with Scottish Gins - Scottish Salmon, Scottish Cheese, crackers and chutneys, Scottish cooked meats.

I'm celebrating International Scottish Gin Day

Social media post showing which Scottish Gin(s) you've enjoyed lately. You could include a photo of a bottle(s) with a suggested serve or cocktail. Could be a short video reel or lifestyle photos.

Original International Scottish Gin Day Cocktail Recipe

Create an original Scottish Gin Cocktail featuring a Scottish Gin and share the recipe with your social media followers. Could be a simple step-by-step guide with photos or a short video.

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

Blog or social media post featuring a number of classic cocktails made with Scottish Gin along with any other spirits - Martini, Negroni, Bramble, Gimlet or speak with several Scottish Gin producers who could each provide a cocktail recipe featuring their Scottish Gin.

My Scottish Gin Story

Share the Scottish Gin that started your interest in the category, a memorable distillery visit or the bottle that has a special place in your collection. Use photographs, a short video or a written post to tell the personal story behind your choice.

Scottish Gin Collection Tour

Take your followers on a tour of your Scottish Gin collection. Organise the bottles by region, gin style, distillery or flavour profile, and highlight a few favourites or unusual discoveries along the way.

Pass the Scottish Gin

Collaborate with other members of the gin community to create a shared reel or video. Each participant pours, passes or raises a Scottish Gin serve before the action continues in the next creator's clip.

Meet the Maker

Partner with a Scottish Gin producer for a short interview, live conversation or question-and-answer feature. Explore the story behind the brand, how the gin is made and the inspiration behind its botanicals, bottle or location.

Scottish Gin Community Recommendations

Ask your followers to nominate a Scottish Gin they believe more people should discover. Bring the recommendations together in a carousel, video, blog post or community-created Scottish Gin discovery list.

One Scottish Gin, Three Creative Serves

Choose one Scottish Gin and demonstrate three different ways to serve it, such as a classic gin and tonic, a simple cocktail and a seasonal or alcohol-lightened serve. Publish them individually in the lead-up to International Scottish Gin Day or combine them in one guide.

Scottish Gin Through the Lens

Create an original photograph, reel or short film inspired by the landscape, ingredients, history or personality of a Scottish Gin. Invite other creators to interpret the same gin in their own visual style and compare the results.

Scottish Gin Style Challenge

Explore a gin style you would not normally choose, such as Old Tom, Navy Strength, cask-aged or contemporary flavoured gin. Share what you discovered and invite your followers to recommend which style you should explore next.

Scottish Gin Style Challenge

Arrange a collaborative tasting, live stream or online discussion with other members of the gin community. Each participant can introduce one Scottish Gin, share its story and explain why they selected it for International Scottish Gin Day.

Affiliate Promotion for International Scottish Gin Day

Affiliate partnership with a Scottish Gin brand with an affiliate link to a Scottish Gin product.

Exclusive Followers Scottish Gin Discount Code

Social Media reward in partnership with a Scottish Gin offering an exclusive discount code for your followers.

Share Your Scottish Gin Story Competition

Invite followers to share a photograph or short story about a memorable Scottish Gin, distillery visit or gin-related experience. Partner with a Scottish Gin brand, retailer or visitor attraction to provide a suitable prize, with entries judged on originality rather than likes or shares

International Scottish Gin Day Competition

Like, share and comment on a post to be entered into a competition to win a prize - discount or promotion on Scottish Gin in partnership with a Scottish Gin brand.

Social Media Competition

Like, share and comment on a post to be entered into a competition to win a prize - discount or promotion on Scottish Gin in partnership with a Scottish Gin brand.

Win a Scottish Gin Cocktail Experience Competition

Social Media competition in partnership with a local bar with the chance to win a Scottish Gin cocktail experience for 4 people.

Win the Ultimate Scottish Gin Cocktail Kit

Social Media competition in partnership with a Scottish Gin brand and barware brand.

Tonics & Mixers Partnership Promotion

Partner with a tonic or mixer brand and showcase the mixers with Scottish Gin. Could be a short video reel or lifestyle photos.

It's important that any paid promotional blog or social media content or posts are clearly marked as a paid promotion and you use the appropriate disclaimer.

Advertising standards and regulations for influencer marketing and paid promotions on social media do differ between countries, however where appropriate using hashtags for example #Advert, #Gifted, #PaidPromotion should ensure your content meets the relevant advertising standards.

If you are unsure please check with your countries advertising standards authority to ensure your content complies with the appropriate regulations for influencer, affiliate or paid promotions on social media.

Resources and 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

All downloads are available in the most common used file types including JPEG and PDF. The logo download also includes EPS file type.

If you require a specific file type or require additional information or support, please email: hello@internationalscottishginday.com



A to Z Scottish Gin Directory

www.thegincooperative.com/scottish-gins

Browse the world's largest online directory for Scottish Gin featuring over 200 Scottish Gin brands and producers, plus over 700 Scottish Gins all individually profiled.



Scottish Gin Contacts

If you are looking for an introduction to a specific Scottish Gin brand or producer, please email: hello@internationalscottishginday.com



Connect

Every year we see International Scottish Gin Day related posts on social media and to help us ensure we see and share your content please tag us so we can share your event, promotion or content across the International Scottish Gin Day social media channels.



Facebook

www.facebook.com/InternationalScottishGinDay

Tag: @InternationalScottishGinDay



Instagram

www.instagram.com/international_scottish_gin_day

Tag: @international_scottish_gin_day



X

www.x.com/IntScotGinDay

Tag: @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 possible your event, promotion or content has a ‘Drink Responsibly’ message and does not encourage excessive alcohol consumption.

Please ensure your event, promotion or content complies with the regulations for the promotion of alcohol in your country.



Advertising Standards Authority (UK)

www.asa.org.uk



Drink Aware (UK)

www.drinkaware.co.uk



The Ben (Scotland)

www.bensoc.org.uk



The Drinks Trust (UK)

www.drinkstrust.org.uk

Sponsors

Each year International Scottish Gin Day is sponsored and supported by a variety of important and esteemed businesses and organisations from the Scottish Gin supply chain. We are extremely grateful for their support and involvement, thank you.



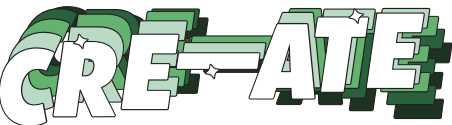
Innovative Packaging for Shipping Spirits



Premium Corks, Capsules and Closures



Premium Scottish Tonic



Creative Design Services

SCOTTISH GIN

SCOTTISH GIN MERCHANTS

Scottish Gin Merchants



Innovative Packaging for Shipping Spirits

Flexi-Hex is an innovative packaging company founded in 2017 by brothers Sam and Will Boex in Cornwall, UK.

The idea for the company emerged from their shared passion for sustainability and their frustration with the excessive use of single-use plastic in packaging. Initially focused on creating a protective sleeve for surfboards, the brothers quickly realised their design had potential far beyond the surf industry, leading to the development of a range of eco-friendly packaging solutions.

Flexi-Hex's core product is a patented paper-based sleeve made from recycled materials. Its unique honeycomb structure provides exceptional strength and flexibility, offering robust protection for items such as glassware, bottles, cosmetics, and even bicycles. The packaging is not only highly effective but also lightweight and compact, making it an excellent alternative to traditional plastic bubble wrap and polystyrene. The company has expanded its offerings to include customisable solutions for various industries, helping businesses reduce their environmental impact while maintaining high standards of product protection.

At the heart of Flexi-Hex's mission are its core values: sustainability, innovation, and functionality. The company is committed to creating products that are not only environmentally friendly but also practical and stylish. By prioritising the use of renewable and biodegradable materials, Flexi-Hex aims to reduce waste and inspire a shift toward more sustainable practices across industries. Their dedication to innovation and quality has earned them numerous accolades and partnerships with global brands looking to align with eco-conscious solutions.

www.flexi-hex.com
sales@flexi-hex.com
+ 44 (0)1326 702110





Premium Corks, Capsules and Closures

Rankin Brothers & Sons is a family-owned business with a rich history that began in 1873 when James Rankin founded a small operation specialising in cork and glass manufacturing in Scotland.

Over the years, the business has grown and evolved, maintaining its commitment to quality and craftsmanship while adapting to customers' changing needs. Today, the company is led by Jim Rankin, who upholds the family tradition of delivering exceptional products with a focus on innovation and sustainability.

The company's core products include closures and packaging solutions, with an emphasis on cork stoppers for the wine, spirits, and beverage industries. Rankin Brothers & Sons has established itself as a leader in this niche, offering premium-quality natural corks, synthetic alternatives, and bespoke closures designed to enhance the preservation and presentation of beverages. By combining traditional craftsmanship with modern technology, the company meets the highest standards of performance and aesthetics.

At its core, Rankin Brothers & Sons values heritage, quality, and sustainability. The company remains connected to its Scottish roots, blending time-honoured practices with innovative solutions to meet contemporary demands. With a focus on renewable materials and reducing waste, they prioritise environmental responsibility while building lasting relationships and a reputation for excellence in the global packaging industry.

www.rankincork.co.uk
sales@rankincork.co.uk
 + 44 (0)1844 203100



**WALTER
GREGOR'S**

Premium Scottish Tonic



Walter Gregor's Tonic is a premium tonic water brand founded by Claire Rennie in 2015 in Aberdeenshire, Scotland.

Named after a 19th-century local minister and horticulturist who was passionate about growing botanicals, the brand reflects its roots in craftsmanship and the natural beauty of the Scottish countryside. Claire Rennie, driven by her love of high-quality, locally-sourced ingredients, set out to create a tonic water that would complement premium spirits while standing out for its flavour and authenticity.

The product line includes a variety of craft tonic waters, each made with natural ingredients and inspired by the surrounding Scottish landscape. Walter Gregor's Original Tonic Water is celebrated for its clean, crisp taste, while other offerings, such as flavoured tonics infused with ingredients like Scottish botanicals, elderflower, or mint, provide unique options for mixologists and gin enthusiasts. The brand focuses on small-batch production to ensure consistent quality, with an emphasis on using pure Scottish water and carefully selected ingredients.

At the heart of Walter Gregor's Tonic are its core values of quality, sustainability, and local heritage. The company is committed to reducing its environmental impact through the use of recyclable packaging and local sourcing to support the surrounding community. By combining tradition with innovation, Walter Gregor's Tonic creates products that celebrate the richness of its Scottish origins while appealing to modern tastes. Their dedication to excellence and authenticity has made them a favourite among connoisseurs of fine tonics and spirits worldwide.

www.waltergregors.com
info@waltergregors.com
 + 44 (0)1346 571111





CRE-ATE

Website Design, Branding, Marketing, 3D Animation

CRE-ATE is a Scottish design studio that stands at the intersection of handcraft, digital design, and visual storytelling.

Established in 2009 by James Daniel, the studio operates as an “independent designer & maker,” embracing a wide array of disciplines - from branding and logo design to 3D motion, photography, handmade ceramics, screen printing, and typeface creation. Through this multi-faceted approach, CRE-ATE positions itself as more than a creative agency; it's a creative atelier melding tactile and digital mediums.

At the heart of CRE-ATE's philosophy is the art of “telling stories.” Each project they undertake is imbued with narrative intention, be it through clean, minimal branding, dynamic animations, or beautifully composed editorial photography. The studio frequently collaborates with clients across food, drink, hospitality, retail, architecture, and lifestyle sectors.

From their base in Scotland, CRE-ATE has worked with emerging startups and established businesses, collaborating with clients across Europe, the USA, the Middle East, and Southeast Asia including Umi Japanese Fine Dining in Edinburgh and Alta Pizza in Kuala Lumpur.

CRE-ATE's approach often blends handmade elements - like screen printing or illustrations with digital tools, giving each project a signature balance of craftsmanship and technology.

www.cre-ate.co.uk
hi@cre-ate.co.uk



SCOTTISH GIN

SCOTTISH GIN MERCHANTS

The specialist Scottish Gin Merchants

ScottishGin.com is a specialist online shop for Scottish Gin. It features the world's largest selection of Scottish Gin from an independent online retailer with over 300 products from a wide range of brands and producers across Scotland.

The ScottishGin.com website provides detailed information for each product and brand, helping educate its customers and allowing them to make informed purchases. Since its launch, ScottishGin.com has continued to grow, adding new Scottish Gins and brands year on year.

Customers can also browse a wide selection of Scottish Gin miniatures, including themed Scottish Gin tasting packs, allowing customers to try a Scottish Gin before buying a full-size bottle. Customers can also create bespoke tasting packs by selecting a range of Scottish miniatures.

ScottishGin.com also offers a Scottish Gin subscription service. Subscribers receive a carefully selected Scottish Gin, an informative guide about their Scottish Gin, and an exclusive discount code for future purchases.

All ScottishGin.com standard orders are shipped using recyclable Flexi-Hex packaging, which helps minimise shipping waste, eliminate the use of plastic, and reduce the shop's packaging and shipping carbon footprint.

An evolution of The Gin Cooperative's original online shop, Scottish Gin.com, went live in 2022. Where possible, ScottishGin.com works directly with Scottish Gin producers and brands sourcing stock, ensuring it gives something back to the Scottish Gin industry.

www.scottishgin.com
hello@scottishgin.com





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 showcases and promotes the Scottish Gin category through The Gin Cooperative website, social media channels and content.

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 and brands.

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, along with judging gin for a number of spirits competitions.

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.

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, sponsors 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 please get in touch.

Contact

hello@internationalscottishginday.com



SCOTTISH GIN.com
SCOTTISH GIN MERCHANTS

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The Gin Cooperative Ltd, Mayfield, Oyne, Aberdeenshire, Scotland, AB52 6QT
Company Number: SC585241 | VAT Number: 400 2185 59



Connect and share



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#ISGD | #DiscoverScottishGin