



International
Scottish Gin
Day

2021

News & Publications

www.internationalscottishginday.com



International
Scottish Gin
Day

2021 News & Publications

International Scottish Gin Day® (ISGD) is the official international celebration of Scottish Gin and is a day of collaboration, celebration, education, inspiration and discovery focused on the wonderful world of Scottish Gin. Established by The Gin Cooperative in 2018, International Scottish Gin Day 2021 takes place on Saturday the 2nd of October.

ISGD 2021 Content Ideas

We hope ISGD 2021 provides you with a unique opportunity to create content for your audience featuring Scottish Gin. Here's some ideas for features and content.

- Top Scottish Gins editorial feature
- Interview with a gin maker or brand owner
- Feature focused on your local Scottish Gin scene
- Food and Scottish Gin feature
- Scottish Gin statistics feature
- Scottish Gin industry business feature
- Scottish Gin making feature

Make sure you tag us in your content and use the official #ISGD hashtag so we can share your content across our social media channels. The opportunities to get creative and share your love of Scottish Gin are endless, all we ask is that any content you publish or events you organise have a clear 'Drink Responsibly' message.



International
Scottish Gin
Day

2021
News & Publications

About Us

The Gin Cooperative is an authoritative voice in the world of Scottish Gin, established in December 2017. The business is a pro-active, positive voice for the Scottish Gin industry, actively working with over 85 gin makers and brand owners to help showcase Scottish Gin to the consumer and trade.

The Gin Cooperative works exclusively with business and brands who make their gin in Scotland, business based in Scotland and believe in the term Scottish Gin.

- The Gin Cooperative established by husband and wife, Martin and Natalie Reid
- Consumer facing membership business
- Active voice in the Scottish Gin and wider gin community and industry
- Established International Scottish Gin Day in 2018, with first ISGD taking place in 2019
- Global events featuring bars, retailers, gin community and more
- Day established to help promote Scotland's thriving Scottish Gin Industry
- 525 Scottish Gins commercially available*
- 170 Scottish Gin brands*
- 100 distilleries in Scotland producing gin in Scotland
- The Gin Cooperative website is the world's largest, premium Scottish Gin resource

Contact Us

Natalie Reid, co-founder The Gin Cooperative/International Scottish Gin Day

natalie@thegincooperative.com

www.thegincooperative.com | www.internationalscottishginday.com