



International
Scottish Gin
Day

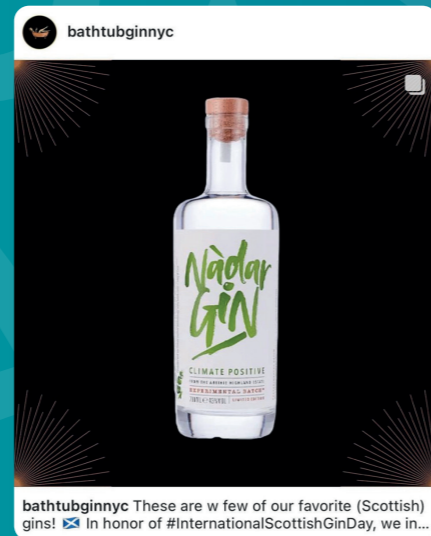
Saturday
5th October
2024

News and Publications



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



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Whether you're a journalist or freelance content creator working for a newspaper, a magazine or a digital publication, the topic of Scottish Gin is filled with interesting and engaging stories, fantastic, quality products and exciting brands and producers.

International Scottish Gin Day provides a unique opportunity in your editorial calendar to highlight and talk about the wonderful world of Scottish Gin to your audience.

International Scottish Gin Day is also a unique opportunity for sales and editorial teams to develop ad-led editorial features, advertising opportunities, offers, promotions and competitions for your publication, both in print and online, focused on Scottish Gin and other businesses, such as drinks retailers, bars, and restaurants.

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

EDITORIAL

Discover the Best Cocktail Bars

Editorial featuring the best/highly recommended cocktail bars serving Scottish Gin, using Trip Advisor or other sources. Could also focus on local/regional cocktail bars.

Discover Scotland's Best Luxury Gin Hotels

Editorial featuring Scotland's Best Luxury Hotels that have a bar that serves Scottish Gin for example The American Bar at Gleneagles, Bar Prince at The Balmoral Hotel, The Bar at Cromlix.

Discover Scottish Gin Distillery Visitor Experiences

Editorial 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

Editorial 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.

Discover the Best Scottish Gins

Editorial featuring Scottish Gins released in the last 18 months, covering the products, people and brands behind each new Scottish Gin release. Could also focus on local/regional Scottish Gins.

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.

Make a 3 Course Meal that features Scottish Gin

Editorial featuring a local chef with examples of how to use Scottish Gin as a key ingredient in simple dishes - Scottish Gin soaked Scottish Salmon, Scottish Gin and Lime Custard Tart.

Op-Ed What next for Scottish Gin?

Opinion editorial about the current state of the Scottish Gin industry looking at has the wider gin category become oversaturated? What does this mean for Scotland's gin brands and producers? What does the future of Scottish Gin look like? Opportunity to speak with several Scottish Gin producers.

Scottish Gin Distillery Visitor Experience 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 Goes Green

Editorial featuring Scottish Gin Distilleries that have sustainability and green policies in place, with an ever growing number of Scottish Gin distilleries using sustainable power or using environmentally friendly processes in their Scottish Gin production, unique opportunity to speak with several Scottish Gin distilleries and producers about their green credentials.

Talking Scottish Gin

Interview 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.

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

Editorial 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.

OFFERS, PROMOTIONS, COMPETITIONS

Email Subscriber Discount Code

Share an exclusive discount code with your email subscribers. Partnership with a Scottish Gin brand.

Sign-Up To Our Email Newsletter Competition

Encourage new email subscribers with automatic entry into a competition to win a Scottish Gin prize.

Win a Scottish Gin Hamper

Competition led editorial 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 led editorial feature about Scottish Gin with a reader competition to win a Scottish Gin Subscription. Partner with a company that offers a Scottish Gin subscription like ScottishGin.com

Win a Scottish Gin Visitors Experience Competition

Competition led editorial feature about Scottish Gin with a reader competition to win a Scottish Gin experience. Partner with a Scottish Gin brand that offers a Scottish Gin experience - a tour, tasting, Scottish Gin School.

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
@InternationalScottishGinDay



Instagram

www.instagram.com/international_scottish_gin_day
@international_scottish_gin_day



X

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



International Scottish Gin Day

www.internationalscottishginday.com



A to Z Scottish Gin Directory

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

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



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