



International[®]
Scottish Gin
Day

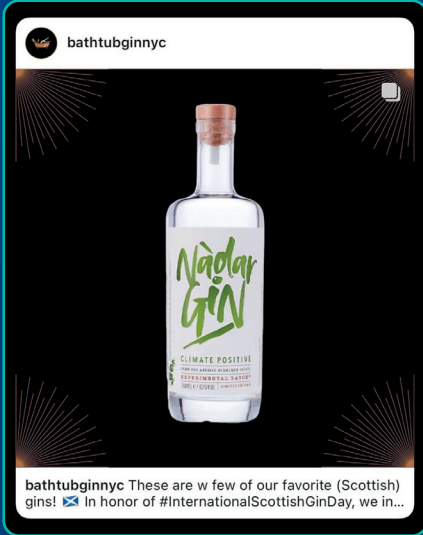
Saturday
4th October
2025

News, Media and Publications



www.internationalscottishginday.com

#ISGD | #DiscoverScottishGin | #DrinkResponsibly



International®
Scottish Gin
Day

Saturday
5th October
2024

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News, Media and Publications

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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.

Did you know?

OVER 110
SCOTTISH
DISTILLERIES
PRODUCING
SCOTTISH
GIN



SCOTTISH
GIN
CITIES
INCLUDE
ABERDEEN
DUNDEE
EDINBURGH
GLASGOW
PERTH

OVER 200
SCOTTISH
GIN
BRANDS



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

OVER 100
SCOTTISH
GIN
DISTILLERY
VISITOR
EXPERIENCES
AVAILABLE

SCOTTISH
HIGHLANDS
IS HOME TO
THE MOST
SCOTTISH
GIN
BRANDS

GREAT GLEN
DISTILLERY
IS SCOTLAND'S
SMALLEST
SCOTTISH GIN
DISTILLERY

OVER 700
SCOTTISH
GIN
CURRENTLY
AVAILABLE



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



Benefits

Whether you're a journalist or freelance content creator working for a newspaper, a magazine or a digital publication, the world 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 write about the wonderful, rich and diverse world of Scottish Gin and share engaging editorial content with your readers, subscribers and followers.

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, restaurants and hotels.

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





Editorial

Discover Scottish Gin Distillery Visitor Experiences on International Scottish Gin Day

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 on International Scottish Gin Day

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 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

Editorial 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.

Discover the Best Independent Scottish Gin Shops

Editorial featuring the top independent high-street and online Scottish Gin and spirits shops. Could focus on local/regional shops.

Discover the Best Luxury Gin Hotels on International Scottish Gin Day

Editorial featuring the top rated Luxury Hotels that have a bar for example The American Bar at The Savoy, London, Oriental Lounge, Mandarin Oriental, Tokyo, Ritz Bar, Four Seasons Hotel Ritz, Lisbon. Could also focus on local/regional highly rated hotel bars or focus on cocktail bars.

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

Editorial featuring a range of Scottish produce paired with Scottish Gins - Scottish Salmon, Scottish Cheese, crackers and chutneys, Scottish cooked meats. Could invite a local chef or restaurant to collaborate on the feature.

Make a 3 Course Meal that features Scottish Gin on International Scottish Gin Day

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. Could invite a local chef or restaurant to collaborate on the feature.

Op-Ed What next for Scottish Gin?

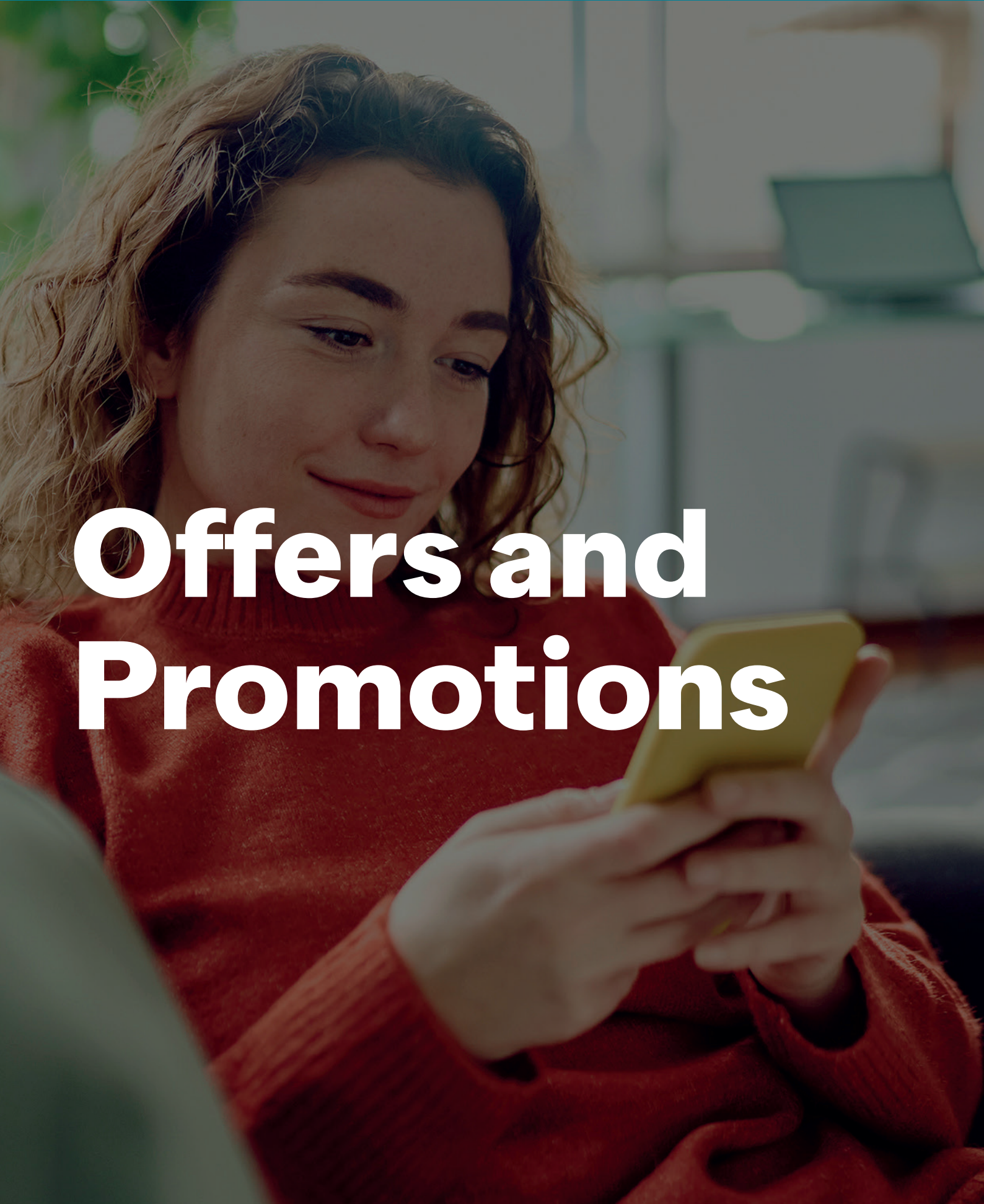
Opinion editorial about the current state of the Scottish Gin industry looking at has the wider gin category became over saturated? What does this mean for Scotland's gin brands and producers? What does the future of Scottish Gin look like? Opportunity to speak with several Scottish Gin producers.

Scottish Gin Q&A

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 and Promotions

Email Newsletter Sign-Up Competition

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

Free Scottish Gin Gift for New Subscribers

Reward new subscribers with a Bottle of Scottish Gin. Partner 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 in partnership with a Scottish Gin brand.

Win a Scottish Gin Cocktail Experience Competition

Competition led editorial feature about Scottish Gin and cocktails with a Scottish Gin cocktail experience for 4 people. Partner with a local cocktail bar, bar or hospitality venue.

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 Prize

Competition led editorial feature about Scottish Gin. Partner with a local drinks retailer.

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 distillery producing Scottish Gin who offer a Scottish Gin experience - a tour, tasting, Scottish Gin School.

Win the Ultimate Scottish Gin Cocktail Kit

Competition led editorial feature about Scottish Gin with a reader competition to win a Scottish Gin and cocktail kit. Partner with a Scottish Gin brand and barware brand.

Offers and promotions could be exclusive for online, in-print or social media or a combination.

Nearly every hospitality venue and drinks retailer will stock at least one if not more Scottish Gins.

Offers and promotions could be run as advertorial.

Resources and Downloads



International
Scottish Gin
Day

Saturday
5th October
2024

Join us on
International



Ask a member of staff for details



www.internationalscottishginday.com

#ISGD | #DiscoverScottishGin | #DrinkResponsibly

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 an increasing number of International Scottish Gin Day 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. Also where possible include the official #ISGD hashtag.



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

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

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.





Premium Corks, Capsules and Closures

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

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.



**WALTER
GREGOR'S**

Premium Scottish Tonic



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

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.





Website Design, Branding, Marketing, 3D Animation

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

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.



SCOTTISH GIN

SCOTTISH GIN MERCHANTS

The specialist Scottish Gin Merchants

www.scottishgincom | hello@scottishgin.com | + 44 (0)1464 851607

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.

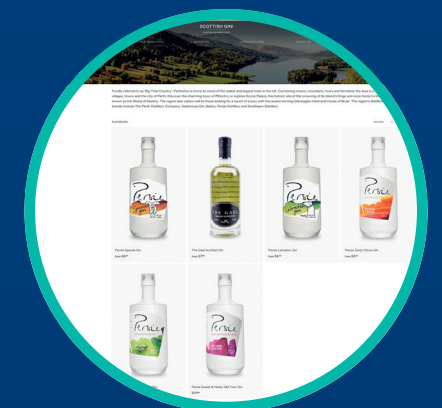
The ScottishGin.com website provides detailed information for each product and brand, helping educate its customers and allowing them to make informed purchases. Since its launch, ScottishGin.com has continued to grow, adding new Scottish Gins and brands year on year.

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.





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.

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 2024 please get in touch.

Contact

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martin@thegincooperative.com | +44 (0)1464 851607

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