



International[®]
Scottish Gin
Day

2023

Off-Trade & Retail

www.internationalscottishginday.com

#ISGD | #DiscoverScottishGin | #DrinkResponsibly



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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 takes place on the first Saturday in October each year.

ISGD 2023 takes place on Saturday the 7th of October.

ISGD 2023 Event & Content Ideas

We hope ISGD 2023 provides you with a unique opportunity to be involved in the celebrations and also showcase the Scottish Gin and any complementary brands or product ranges you stock. Here's some ideas for your celebrations...

- In-store or online Scottish Gin tasting
- Showcase Scottish Gin alongside complementary products - glassware, tonics, bar accessories etc
- Food and Scottish Gin pairing e.g. premium chocolates, canapés
- In-store 'Meet the Maker' event or presentation from a brand ambassador
- In-store cocktail tasting featuring a range of Scottish Gins made by a local mixologist
- Exclusive ISGD discount code for use in-store or online
- A week long promotion in the run up to the day with a new offer each day
- Promotion of a specific Scottish Gin brand or themed promotion i.e. Island Gins, Highland Gins, Flavoured Gins, Pink Gins, London Dry etc

We have a variety of ISGD marketing assets for you to use available via the download section of the International Scottish Gin Day® website.

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.

Connect With Us

Twitter - <https://twitter.com/IntScotGinDay>

Facebook - <https://www.facebook.com/InternationalScottishGinDay>

Instagram - https://www.instagram.com/international_scottish_gin_day



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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 Scottish 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
- 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
- Estimated 650 Scottish Gins commercially available*
- Estimated 190 Scottish Gin brands*
- Estimated 110 distilleries in Scotland producing gin in Scotland*
- The Gin Cooperative website is the world's largest, premium Scottish Gin resource

*Data based on The Gin Cooperative database of Scottish Gin, correct as of July 2023.

Contact Us

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www.internationalscottishginday.com
www.internationalscottishginday.com/downloads



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