

Off-Trade and Retail



International
Scottish Gin
Day

**The first
Saturday
in October**



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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 high-street beers, wines and spirits retailer, a specialist online spirits retailer or a well known supermarket chain, International Scottish Gin Day is your chance to showcase and promote the Scottish Gins you stock alongside other complementary product lines.

On-premises events or on-premises and online redeemable offers, promotions, competitions and content can all help generate footfall for your venue(s), drive traffic to your website or social media channels and encourage sign-up to your email newsletter.

International Scottish Gin Day is a unique opportunity to form fruitful partnerships and generate collaborations with the Scottish Gin brands you stock, other off-trade partners, suppliers and the other businesses you work with.

International Scottish Gin Day content can also help your business connect with new and existing customers creating brand awareness and engagement, highlighting your business and brand as a supporter and champion of the Scottish Gin and spirits category.

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





Inspiration

A History of Gin Event

Examples of different Scottish Gin styles, serves, mixers and garnishes along with a presentation about the origins of gin and its evolution to present day with samples.

Discover Scottish Gin Regions Event

Showcasing Scottish Gins from a specific region or several regions of Scotland; Highland Scottish Gins, Island Scottish Gins, Urban Scottish Gins with samples.

Discover Scottish Gin Styles Event

Examples of different Scottish Gin styles, serves, mixers and garnishes along with a presentation about different gin styles; Navy Strength Scottish Gin, Old Tom Scottish Gin, Flavoured Scottish Gin, London Dry Scottish Gin with samples.

How to make the perfect Scottish Gin & Tonic at Home Event

Showcasing how to make the perfect Scottish Gin and Tonic with examples of gin and tonic serves, mixers, tonics, garnishes and glassware with samples. Unique opportunity to promote the complementary brands and products you stock.

How to taste Scottish Gin Event

Demonstration of how to nose, taste and understand Scottish Gin. Could also include examples of mixers, tonics and garnishes with samples.

Meet the Scottish Gin Maker/ Brand Owner Event

Meet the maker event with a Scottish Gin maker or brand owner who can discuss their brand and products with your customers, provide samples and more.

Scottish Gin Tasting Flight

Examples of different Scottish Gin styles, serves, mixers and garnishes with an in-store promotion on the products featured.

Scottish Gin Cocktails Event

Demonstration of how mix and understand cocktails, bitter verse sweet, balance and more with cocktail samples for example the Gimlet, Bramble, Negroni, Martini, featuring Scottish Gin and some of the other spirits you stock.

Scottish Gin and Scottish Produce Pairing Event

Partner with local food producers to pair Scottish Gins with cheeses, smoked salmon, charcuterie, chocolates or other Scottish produce. The event could include guided samples and a promotion featuring the paired products.

Scottish Gin Botanical Discovery Event

Create an interactive botanical table where customers can see and smell ingredients commonly used in Scottish Gin, such as juniper, coriander seed, citrus peels, heather and locally foraged botanicals. Provide small samples of selected gins to demonstrate how different botanicals influence aroma and flavour.

Buy a Scottish Gin and Get a Free Gift

Reward all customers who purchase a Scottish Gin on International Scottish Gin Day. Offer could apply to a specific Scottish Gin or product range from a specific Scottish Gin brand or Scottish Gins from a specific region or theme.

Buy a Scottish Gin Customer Reward

Reward all customers who purchase a Scottish Gin on International Scottish Gin Day. Offer could apply to a specific Scottish Gin or product range from a specific Scottish Gin brand or Scottish Gins from a specific region or theme.

Combine Best Sellers and Slow Movers

Offer a discount on slow moving Scottish Gin products when purchased together with a best selling Scottish Gin.

Email Subscriber Discount Code

Share an exclusive Scottish Gin or related discount code with your email subscribers.

Email Subscriber Gift

Reward your email subscribers with a free gift when they purchase a Scottish Gin or selected Scottish Gins. Partner with a Scottish Gin brand and request some branded merchandise or offer a complimentary Scottish Gin miniature further discount off complimentary products - barware, glassware, mixers and tonics.

Free Postage and Packaging on all Scottish Gin Orders

Reward your online customers with free postage and packaging on all Scottish Gin orders. Could be 'spend over £100 and receive free postage and packaging' or applicable to selected Scottish Gins only.

Limited Time Savings on Scottish Gin

Week long promotion and offers in the lead up to International Scottish Gin Day with a daily offer on different Scottish Gins online and in-store or special offer on International Scottish Gin Day.

Multi-Buy Promotions

Encourage your customers with a multi-buy promotion - buy two Scottish Gins get the third 30% off RRP online.

Product Bundles

Create a product bundle offer related to complimentary products - buy a Scottish Gin and receive a discount code for money off barware, glassware, tonics, garnishes, snacks.

Reward Loyal Customers

Provide loyal online customer with a reward - exclusive promotional code.

Targeted Local Customers Discount

Target online shoppers with a postcode within a certain radius of your shop and provide a special discount code redeemable in-store online.

Behind The Scenes On International Scottish Gin Day

Post some interesting behind the scenes photos or short videos about the Scottish Gins you stock, showcase your shop(s) or ask staff what their favourite Scottish Gin is and why, and share with your social media followers.

Collaborate with a Mixologist

Collaborate with a mixologist, could be someone on social media or from a local bar who could help create some original cocktails featuring the Scottish Gins you stock and any other complimentary spirits you stock and share the recipe with your social media followers.

Customer Generated Content and Promotion

Encourage your customers to snap a photo of themselves and their Scottish Gin purchase in-store and share to their social media channel and tag your business for the chance to win a prize.

Did you know?

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

Email Newsletter Sign-Up Competition

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

Join Us On International Scottish Gin Day

Post on your social media channels showing the Scottish Gins you stock. Could be a photograph of the shop(s), a Scottish Gin with a serve or cocktail or a short video reel to encourage footfall.

Meet the team on International Scottish Gin Day

Share some short bios with your social media followers about yourself and others in your business. What is their role in the business? What the love best about their job? What's their favourite Scottish Gin and how do they like to drink it? In a gin and tonic or cocktail.

Original International Scottish Gin Day Cocktail Recipe

Create an original Scottish Gin Cocktail featuring a Scottish Gin you stock or a cocktail that showcases a combination of the spirits you stock and share the recipe with your social media followers. Could be a simple step-by-step guide with photos or a short video.

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 or promotion that combines Scottish Gin and food.

Win a Scottish Gin Cocktail Experience Competition

Reward customers who buy a Scottish Gin based drink the opportunity to enter their name into a competition to win a Scottish Gin cocktail experience for 4 people. Experience could be run by a member of staff or partner with a Scottish Gin brand who could also provide a stock, branded merchandise and support the experience with a Q&A with the winners.

Win a Scottish Gin Visitors Experience Competition

Reward customer purchases with entry into a competition to win a Scottish Gin experience. Partner with a Scottish Gin brand you stock that offers a Scottish Gin experience - a tour, tasting, Scottish Gin School.

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.

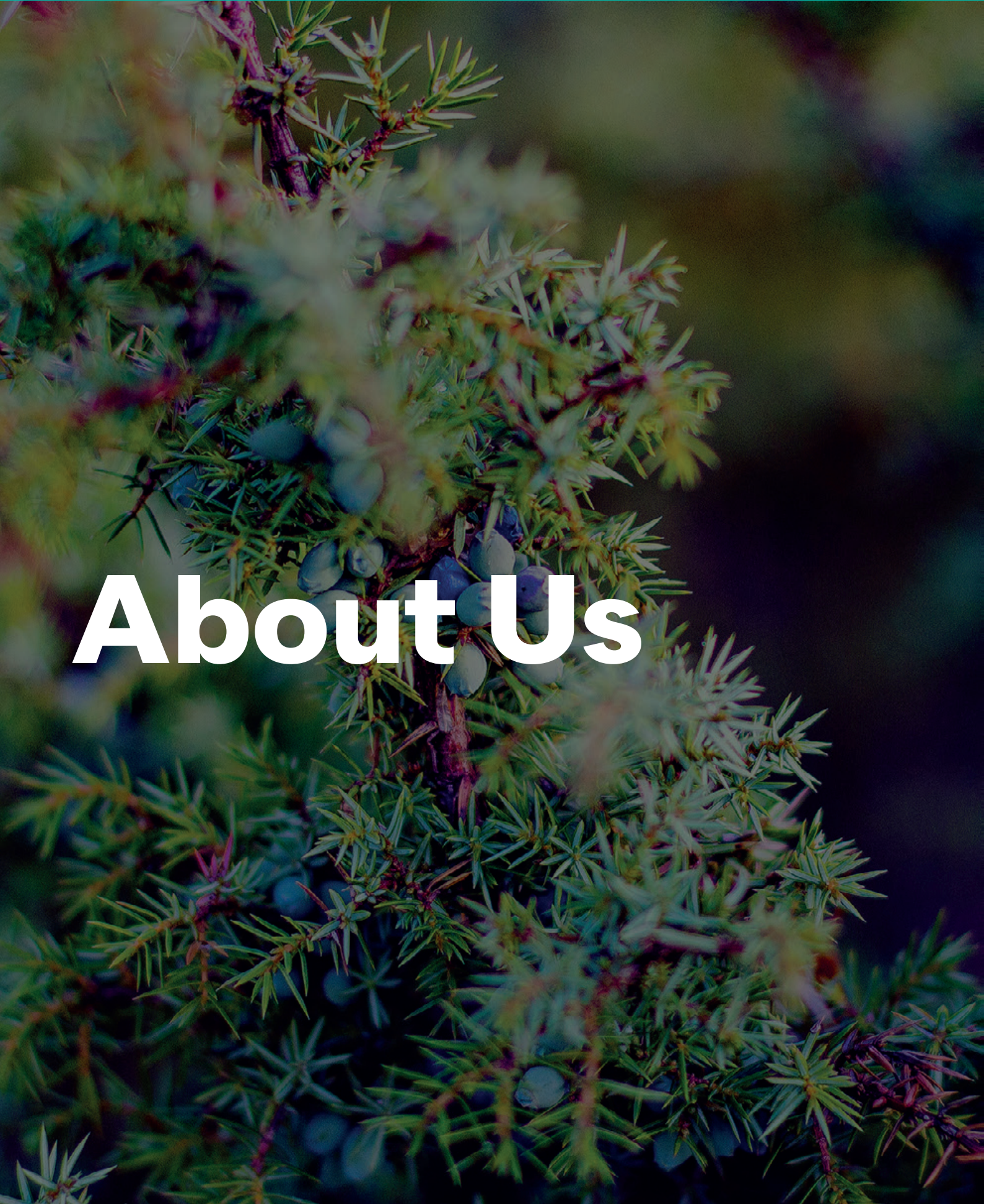
ScottishGin.com also offers a Scottish Gin subscription service. Subscribers receive a carefully selected Scottish Gin, an informative guide about their Scottish Gin, and an exclusive discount code for future purchases.

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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