



International
Scottish Gin
Day

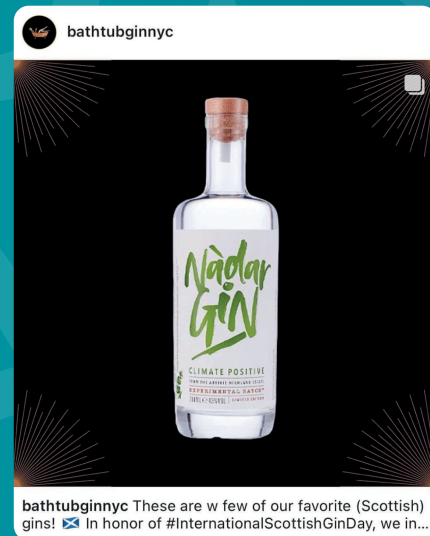
Saturday
5th October
2024

On-Trade and Hospitality



www.internationalscottishginday.com

#ISGD | #DiscoverScottishGin | #DrinkResponsibly



Contents



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Contents	3
Introduction	4
Scottish Gin Facts	5
Ideas & Inspiration	6 - 7
Social Media	8
Downloads	9
Sponsors	10
About Us	11
Contact Us	12



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



International
Scottish Gin
Day

Whether you're an independent high street bar, restaurant, hotel or chain, International Scottish Gin Day is your chance to showcase and promote the Scottish Gins you stock and serve alongside cocktail and food menus.

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

International Scottish Gin Day is also a unique opportunity to form fruitful partnerships and collaborations with your on-trade partners, suppliers, and the other businesses you work with.

It also provides an opportunity to direct new and existing customers to your website and social media channels, creating brand awareness and engagement.

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

EVENTS

Masterclass - A History of Gin

Ticketed event with 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.

Masterclass - Discover Gin Styles

Ticketed event with 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.

Masterclass - Discover Scottish Gin Regions

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

Masterclass - How to taste Scottish Gin

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

Masterclass - Scottish Gin Cocktails

Ticketed event with a demonstration of how mix and understand cocktails, bitter verses 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.

Masterclass - The Perfect Scottish Gin and Tonic

Ticketed 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.

Meet the Maker

Ticketed 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 Pub Quiz

Ticketed event with Scottish Gin/Gin related questions, fun gin facts and gin related trivia with promotions on Scottish Gin and Tonics or Scottish Gin based cocktails.

MENUS

International Scottish Gin Day Dishes Menu

Week long special International Scottish Gin Day dishes featuring Scottish Gin or gin botanicals as key ingredients.

International Scottish Gin Day Drinks Menu

Week long special International Scottish Gin Day Drinks Menu leading up to International Scottish Gin Day featuring Scottish Gin and Tonic serves, Scottish Gin based cocktails.

International Scottish Gin Day Paired Scottish Gin and Food Menu

Paired Scottish Gins and food menu - could be a three course meal or charreute board featuring Scottish cheese, cold meats and accompaniments.

OFFERS, PROMOTIONS AND COMPETITIONS

3 for 2 on all Scottish Gin and Tonics

Special promotion on all Scottish Gin and Tonic serves. Why not create a special International Scottish Gin Day drinks menu? All Scottish Gin Cocktails Priced £ - Special promotion on all or selected Scottish Gin based cocktails. Why not create a special International Scottish Gin Day cocktail menu?

Buy a Scottish Gin and Get a Free Gift

Reward your customers with a free gift. Partner with a Scottish Gin brand and request some branded merchandise.

Buy a Scottish Gin and Get a Free Mixer

Partner with a mixer brand to offer a special promotion on their mixers, tonics when a customer ordered a Scottish Gin based gin and tonic serve.

Sign-Up To Our Email Newsletter Competition

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

Social Media Discount Code

Share an exclusive discount code with your social media followers.

Win a Scottish Gin Visitors Experience Competition

Every customer who buys a Scottish Gin based drink is given the opportunity to enter their name into a 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.



SCOTTISH GIN.com

SCOTTISH GIN MERCHANTS



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@IntScotGinDay

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