



Night Shift – London after Dark



When the sun sets and the moon appears over London, the city takes on a different character and the Night Shift begins.

The London Transport Museum is running an exhibition reflecting on electric street lighting at the beginning of the 20th century and how it transformed the city at night. The exhibition, which runs until 10 April 2016, contemplates the new opportunities created for pleasure seekers and the greater demands from night workers travelling to and from the city.



What better pursuit for pleasure seekers than indulging in a fine gin to relax? Clearly many agree. When the Museum asked the Gin Guild to present an event in the theatre space, it sold out so fast that it was decided to repeat the event later that night, selling out once again. Trains, trams and buses and iconic travel posters of yesteryear in the museum exhibition were an added attraction.

Attendees took a journey through the long and chequered history of gin, from its medicinal roots, through the 18th Century Gin Craze, and up to today's gin resurgence. Nicholas Cook presented a guide to the history of the spirit and the key role played by London distillers in the development of gin as we know it today. His talk was augmented by the tasting of eight gins chosen from Guild members to show progression and trends in the history of gin.

Nicholas said "We are regularly asked to talk to consumers about gin, and try to balance tastings with a little bit of culture and history, basic introduction to gin production and botanicals. My thanks to the Guild members who have kindly supplied gin for these and other Guild organised tasting events.

This year, I have taken the opportunity to showcase various member's gins, at events as diverse as the International Food Exhibition at ExCEL, the famous Cambridge Union Building, and, speaking in a marquee in Northampton, to the oldest debating society in England.

Despite being held in central London on a Friday night, The Transport Museum event was very well received and had wide social media coverage. The organisers said they only had to put news of the gin talk up on their website and the tickets sold out.

The Guild does not charge for these talks but, when presenting to commercial organisations etc. asks for a donation.



This event raised over £1,200 for the drinks industry charity, helping those in hard times, as well as providing education bursaries and awards for new entrants to the industry. This year similar talks have raised in excess of £2,000.

My thanks to Guild members Dr Anne Brock and Tom Hills, and to Sarah Cook, for their assistance in pouring almost 2,000 tasting samples that night. Thanks also to Tom for answering technical questions from the surprisingly knowledgeable audience".

A very pleasing response from the audience, with several post event enquiries. The venue reported "All of our feedback from visitors has been hugely appreciative".



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Mansion House Installation Friday 16th October 2015

This year's Mansion House Guild Installation was, as usual, a spectacular event. Ninety attended the Installation. The gin and tonic offering before and the gin and cocktail bar afterwards are always popular. Twenty new members joined from the UK and from as far afield as the USA, Canada, Mexico, Lichtenstein and Norway.

Guild membership now stands at 149, with members representing many others in the industry via their companies and brands. Full details, along with an article on the award to Desmond Payne, are set out in the event Order of Service (a copy of which is circulated to members with this newsletter).

The Guild also welcomed new Grand Rectifier Martin Riley, who will hold the role for the next two years. He gave formal thanks to the inaugural holder, Christopher Hayman. Christopher continues as Board Chair, so he has not fully escaped. His experience in the industry and as a past Master of the Livery has been invaluable to ensuring that the Guild got off on a firm footing. Christopher was presented with a gilt version of the Guild sprig which he promises to wear at all formal Guild and livery functions, and with a photo album summarising key stages in the first three years of the Guild.

Members of the Guild and their guests were also delighted to join our parent

company, the Worshipful Company of Distillers, at their Annual Banquet, which followed the Guild Installation. Food and wine was sublime as ever.

An extensive range of delightful photographs of previous events are available in the members only section of the website.



New Wardens

Amongst the new members installed in October, the Guild welcomed as Warden members Eugeni Brotons, the marketing director of González Byass S.A. (London No.1 gin) and Stephen Gould, our first US Warden. Stephen is based in Colorado, and produces two award winning gins. He is currently planning and building a larger distillery. Details of both Wardens can be found in the October Order of Service.



Life Time Achievement Award

After the Gin Guild's Annual Autumn Installation, "Mr Beefeater" Desmond Payne, was presented with a Gin Guild Lifetime Achievement Award in celebration of his outstanding work and success in the industry.

This prestigious award has only been presented to two other industry figures in the past three years. It was awarded to Desmond during the banquet, by the Master of the Worshipful Company of Distillers, Allan Cheesman and The Gin Guild's new Grand Rectifier, Martin Riley.

The award citation reflected not only his work at Chivas Brothers/Pernod Ricard, but also the help, mentoring and support that Desmond has generously given to so many in the industry.



Spirit Summit



The Guild was given a keynote slot for the Director General to speak at the Spirit Summit Conference 2015, organised by the Morning Advertiser and headline sponsor Diageo. He spoke about the gin craze, the opportunities for retailers in a crowded category, rising interest in artisan distillers and where the on-trade can maximise current trends.

Happily, the whole conference; speakers and attendees, seemed to be very pro gin, so we were pushing at an open door.

Delegates, having been served a generous diet of positive gin statistics from several previous speakers, avoided an extra helping of similar data from Nicholas. They seemed to enjoy his, seemingly off message, opening rant against a recent vicious mob attack on a fashionable part of East London, when more than a thousand people gathered to protest gentrification.

The rioters targeted a trendy cafe that sells breakfast cereals from around the world. The protest was organised by the so-called 'Class War' group. A spokesman said: 'Our communities are being ripped apart. We don't want luxury flats that no one can afford, we want genuinely affordable housing. We don't want POP UP GIN BARS, or brioche buns, we want community!'

In a casual aside, which evoked a bizarre series of comments on twitter, Nicholas told the audience that he was pretty ambivalent about brioche. The really sad element for all present, and his reason for starting his talk with such an unusual reference, was the protestors ill-informed reference and antipathy to 'so called' pop up gin bars!



Phil Mellows @philmellows

@jessicacmason I can't believe anyone has ever spoken the words "I'm ambivalent about brioche"



Jessica Mason @JessicaCMason

@philmellows You've not met Nicholas Cook @TheGinGuild, then.

Had those people no knowledge of London's great history? Had they no knowledge of the integral part that gin has played in the culture and development of this fine nation? Had they not heard of the Gin Craze of the 1700's, when gin was THE original urban drug, numbing thousands to the squalor and deprivation of underclass life! At that time it was estimated that you could buy gin at one in four properties in London – now THAT WAS a pop up gin bar culture! That was true community spirit indeed!

London Cocktail Week

On Thursday of London Cocktail Week the Guild hosted our major event, the Make Mine A Martini presentation, with Jared Brown and Anastasia Miller as presenters. This was a trade only event intended to showcase brands to media, to bar owners and bar staff, and also to key Government representatives who are doing much at the moment to promote and facilitate gin exports.

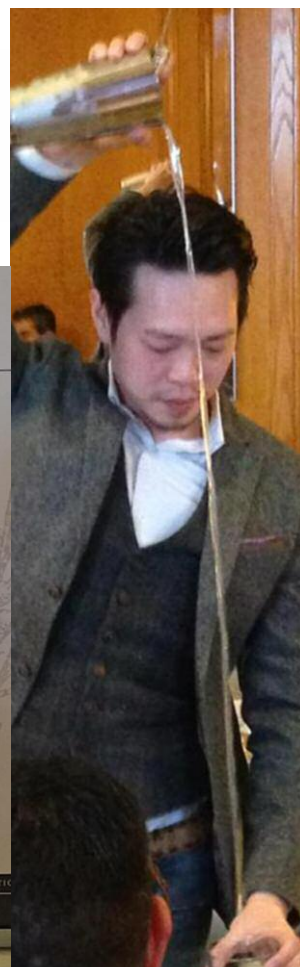
The attendance was limited, as it was a seated and kit heavy event, with a planned hands-on Martini making opportunity. We had to turn many away, but never fear, the event was filmed and the entertaining footage is up on the Gin Guild website. Tell your colleagues about this and other educational Gin Guild film website footage.

The venue (Gillrays gin bar in the Westminster Marriott) was ideal, and the staff were very helpful and enthusiastic. We can recommend the view and their extensive gin selection.

The event went as well as 60 people and 70 bottles of gin and 12 of vermouth can go, with excited people from the drinks trade making multiple drinks! Very noisy, and with occasional scenes of chaos. What's not to like?



**LONDON
COCKTAIL
WEEK**
5-11 OCTOBER 2015



The spirits business Distillery Awards 2016

The past few years have seen distilleries across the globe, both new and old, open their doors in response to the ever increasing consumer interest, not only in what they are drinking but also in the processes behind their chosen spirit. Through participation in tours, tastings and educational sessions, interest in distilleries have never been higher. They have now become incredibly successful tourist attractions as well as sustainable businesses.

It is in response to this that **the spirits business** have launched their Distillery Award. The aim is to recognise innovation and excellence, reflecting the innovation and strategies distilleries are now using as part of their business plans. Judging will be by a panel of leading spirits and on-trade specialists, independent judges, unconnected to any brand. The judging categories include: Consumer Experience, Distillery Innovation, Digital and Social Media, Distillery services, and Green Award. Details can be found at www.thespiritsbusiness.com.

The closing deadline for entry is 4th December 2015.



Craft Distilling Expo – Distillery of the Year

London-based distillers Sipsmith have been awarded the first Distillery of the Year award by London's Craft Distilling Expo. The award is given for outstanding achievement in distilling and recognises the contribution that Sipsmith have made to the distilling community.



"Sipsmith were true pioneers when they set up in 2008. The distilling scene was very different than it is today. With their destination distillery originally in whisky expert Michael Jackson's old office, they got the public to start asking not just how, but where their spirit is made. That's huge and I'm sure it's a significance that Michael would have appreciated." Bill Owens, American Distilling Institute, Co-founder Craft Distilling Expo.

Craft Distilling Expo

Now in its third year, London's Craft Distilling Expo brings together Craft Distillers, Suppliers, Equipment Makers, Professionals and Enthusiasts to discuss, experience and celebrate the worldwide renaissance in Craft Distillation. Over the 7th & 8th of October, more than 300 conference participants joined 23 exhibitors from the UK, Austria, China, France, Germany, Holland, Hungary, Italy, Portugal and the USA.

An accompanying two day curated programme of 27 talks and masterclasses, by specialists in their field, covered topics as wide-ranging as starting a distillery, to

long-lost spirits, as well as offsite workshops at the Cotswolds Distillery and the Bermondsey Distillery.

Held in Old Truman Brewery's Grade II Listed Boiler House, the six stainless steel and copper stills, presented by their suppliers, contrasted with the Victorian brick, iron and tiled building, and the myriad displays of glass bottles contained within it.

Exhibitors also included leading distilling engineering firms, and suppliers and producers of raw materials, including yeast and natural cork.

The Gin Guild attended and provided delegates with a tasting and discussion opportunity, presenting a number of craft gins from members.



Member authorised use Guild logos – new downloadable logos

Members have asked whether they can refer to, or use, Guild membership and/or Guild logos in their promotional materials. The answer is yes, but with approved use and specified logos only. Full details are set out in the members-only area. We have now provided downloads of the logos.



Christopher Wren gin

The Lord Mayor of London formally launched the new city of London Distillery gin in October. Named in honour of Sir Christopher Wren, the famous architect who transformed the city of London and who designed St Paul's Cathedral. It is sold in a stunning bottle, reflecting the dome of St Paul's.

The gin is a co-production between retired Tanqueray master distiller Tom Nichol and the City of London Distillery.



Press and Social Media – your brands, your story

The Guild has received a steady stream of press and media enquiries from the industry press, and from mainstream papers such as the Daily Telegraph and the Wall Street Journal, as well as our first TV enquiry. Most enquiries were about the spirit and the growing number of gins, but we have also responded to topical news items, such as the juniper fungus story and the 'What is craft?' story.

If your brand has a story or news item, do make sure that it is provided to the Guild, with a photo if relevant, to be posted on the Guild social media pages so that we have topical news in response to media enquiries. We now have over 2,000 twitter followers and regularly get almost 3,000 monthly hits on the Guild website and Facebook account.

If we do not have your story, we cannot help promote it. Please also make sure that your brands are up to date on our website. Speak to Nicholas Cook if the details need changing or supplying.

Competitions; the good the bad and the ugly

There are a growing number of competitions. An award or a medal can be a valuable marketing tool, especially for smaller brands, but there are a number of awards to choose from. We are trying to build up a database of competitions, deadlines and entry fees.

If you have entered competitions or are aware of competitions please drop us an email with details (including Award host name, category, website, closing date and cost). If members have any additional views as to the validity, or benefit, or difficulty of entry, or cost of entry, please also pass these on to the Guild and we can note them anonymously on the competition database.

Interactive distillery mapping (UK)

We are revising our initial mapping, which was prepared when working with Visit England. This is now expanded to the UK as a whole.

Please let Nicholas Cook have details of your distillery location and, if relevant, the visitor arrangements in order that these can be added. Look at the current entries for examples.



Gin Data and CGA

At Guild instigation, a number of members have been canvassed by CGA Strategy, a leading research consultancy in the food industry.



This occurred as a consequence of comments by members who expressed difficulty in finding reliable data in a timely fashion.

The brief was to provide members, including those without specialist data interpretation skills, with relevant gin-based data with a commentary. Enclosed with this newsletter, please see the proposals put forward by CGA. Various levels of detail are offered at differing prices. If anyone is interested in the proposed materials please contact Mr Loudon, as soon as possible.

graeme.loudon@cgastrategy.co.uk 0161 4768382 / 077 3693 7273

With many members now looking to or already exporting, CGA confirm that they are also likely to be able to provide a similar package for France & Germany and hopefully also for the US in Q1 next year. Other key countries are also under consideration. CGA say they would have to cost these differently, as different datasets will be available, but are happy to deal with these as they come through.

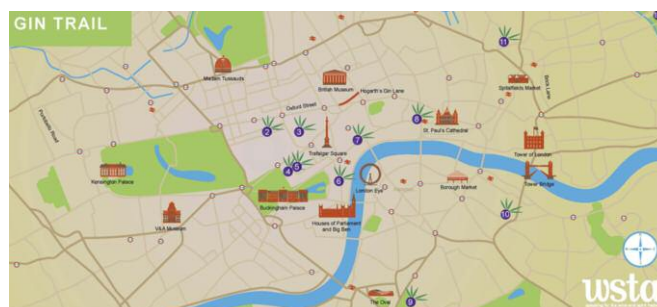
We are continuing to look at other offerings and sources of information which may be of benefit to members. Suggestions and feedback from members is always useful.

DEFRA WSTA re Gin Trail



The Gin Guild supplied Defra with key distillery and bar information for London, reminding them that gins are also made outside London, and that some distilleries also provide visitor destinations. We drew their attention to our interactive distillery maps on our website.

WSTA has published a London gin trail map of its own. We will hopefully be working with WSTA on expanding this work and on other co-operating projects.



Dates for your diary

The 2016 Gin Industry Dinner will be held in London on **26 May 2016**. Please note that numbers are limited to 100. We were fully booked in 2015, so, if you are considering a large party or any sponsored installations, please notify the Director General as soon as possible in order that spaces can be reserved. Bookings, when the details of the menu and price are circulated, will otherwise be on a first come first served basis. A larger venue may be considered for future years depending on take up.

The 2016 Industry Ginposium (trade and industry technical event) will be held on **12 May 2016** in London. If you have a topic or a speaker that you wish to be considered for a half hour slot please let Nicholas know as soon as possible, as the itinerary will be settled within the next few weeks, to allow for promotion early in 2016. Filmed footage of previous events is on the web site (including the 2015 event in the members only area) for reference so please advise colleagues and staff.

The Annual City Spirits Debate hosted by the Worshipful Company of Distillers is to be held on the evening of the **12 May 2016**. The topic is craft distilling related, which will no doubt be of interest to many. All Guild members as well as attendees to the Ginposium will be invited to attend, as a follow-on event (or stand alone).

UKTI USA

UK Trade & Investment's food & drink team has recently been flying the flag for the British gin industry in the USA. We have been speaking to UKTI, both home and abroad, regarding member gins and are now clearly on their radar and vice-versa. In October, UKTI sent US 3 bloggers through the iAmbassador programme to the UK to visit a number of distilleries and meet representatives of their brands. Matt Long *landloppers.com*, Kate McCulley *adventurouskate.com* and Rachelle Lucas *rachellelucas.com* travelled to different parts of England, Scotland and Northern Ireland to meet the makers, create content and increase awareness of British gin (including our Cocktail Week Martini event). See more on their blogs and social media pages #GREATBritishSpirit.

Building on the buzz this created, later in October UKTI hosted US trade development visits for 10 UK gin distilleries. Comprising of liquor store and bar visits, a panel session on the 3 tier system, and tasting events in New York and Los Angeles, the events attracted importers, distributors, retailers, bars and press.

The participating companies; including several Guild members and pending members, were: Arbikie, London No 3 (Berry Bros Rudd), Burlington (Rokeby's), Caorunn, Cotswolds, Indian Summer, Rock Rose Gin (Dunnet Bay), Eden Mill, Glasgow Distillery, Langley's, Liverpool Gin, Martin Miller's, NB Gin, Portobello Road, Quintessential Brands, Shortcross, Sipsmith, Strathearn, Strathleven, The Shetland Distillery and Warner Edwards, Whitley Neill.



UKTI Spain 3 December 2015

UKTI Spain is organising a webinar on Food & Drink on 3 December at 10:00, UK time. If you are considering entering the Spanish market, you may want to join in.

The link to register is <https://attendee.gotowebinar.com/register/3681820608956396033>

UKTI China

The Gin Guild provided some member details to UKTI, enabling them to respond to a Chinese gin purchasing enquiry for a large hotel chain. We have continued to liaise with UKTI regarding their activities in this area, including a UKTI hosted trade development in Shanghai in mid November. There are further plans for late 2016.

WSTA

As mentioned earlier, we are working with WSTA to ensure that members of both organisations are aware of the roles and objectives of each other. The roles are of course complimentary. The Guild is not and was never intended as a lobbying, enforcement or technical body, as others have these roles, notably WSTA. Their website sets out what they do, but the key areas include:



- Policy work, on a wide range of business, social responsibility, regulatory and technical issues. This ensures that the industry can play its part in the UK's economic growth and aims to shape an environment in which the sector can increase investment and remain competitive. WSTA works on current and proposed regulations to ensure that the voice of the industry is heard.
- Campaigning successfully for excise duty reductions;
- Media enquiries and industry research
- Promotion of the responsible production, marketing and sale of alcohol and support of initiatives to promote the responsible consumption of alcohol and initiatives to reduce alcohol related harm.

Guild members who are not WSTA members may wish to consider joining. Membership brings access to a number of services and resources that they may find invaluable. These include the latest regulations on labelling and advance warning and advice on legislation and regulation, such as the HMRC alcohol wholesaler registration scheme which will impact on members.

WSTA members also get their voices heard in responses to Government consultations which affect the industry.

For those who export, the WSTA provides help with understanding overseas markets and opportunities to promote their products.

Guild members who join this month (and who mention this newsletter and Guild membership) will benefit from WSTA membership until the end of 2016 for the price of just 12 months at 2015, rather than 2016 rates.

The Guild role is very different. It aims to represent the gin industry as a whole, including extensive membership from the wider gin distilling industry. It aims to promote the gin category across the globe, enhancing its image and widening its appeal to worldwide consumers. It



The Gin Guild

brings together gin distillers and industry leaders involved in the production, promotion, distribution and consumption of gin and promotes and encourages commitment to excellence in gin distillation and industry custodianship of the spirit category.

The networking and social interaction between Guild members and the peer recognition of their mutual roles in the gin industry have been particularly beneficial to members. Together with the highly regarded annual education seminar series, and the promotion of the spirit to consumers, media and other third parties, via the Guild website and via consumer and similar talks and lectures, and the Guild's social media coverage.

The Guild is the natural home of Gin innovation, including new start-ups and craft distillers and craft distilled gin. It provides a valued forum for all those involved in gin production, sales, marketing and distribution.

1897 Quinine Gin

Congratulations to member Ben Ellefsen for his new gin, released earlier this year, in support of the charity Malaria No More. 1897 Quinine Gin supports Malaria No More UK by donating over half of their profit (at least £5 on every bottle sold) to Malaria No More UK, helping to achieve their vision of a malaria-free world. Malaria is one of the world's biggest preventable killers and a major cause of poverty in Africa.

Malaria No More UK is part of a global effort that has achieved astonishing results, with child deaths from malaria having more than halved since 2000.



SMALL ADS We have received several requests to pass offers on to members.

Make your label stand out from the crowd

The Digital Print for Brand Success conference, organized by Digital Labels & Packaging Magazine, takes place on 18th November in London. This event provides an opportunity to hear how to achieve real stand out appeal for your labels. Digital is geared towards short runs and customization so you can give your customers a tailored one off look or change the content of the label at will!

'As a start-up company with limited funding, Brighton Gin were looking for real stand-out appeal to make the launch of this new product a success. Hear how working with AIS Labels and their cutting edge digital printing was the perfect solution, helping to gain new customers such as Harvey Nichols and Masters of Malt.'

Other speakers include: Trevor Sorbie, M&S, Retail Institute, plus printers who are experts in using digital print creating the best labels for your gin.

Digital Print for Brand Success, November 18th, Kings Place, Kings Cross, London. Full programme available on www.dlpmag.com via the conference section.

As a special offer GIN GUILD members are offered a special delegate rate at £150 pounds per delegate or £250 for 2 delegates (offer ends October 30th). Contact Chloe Ward on 01892 779599 or email chloe.w@whitmar.co.uk

New (mini) still for sale

Hungarian company AGYÓ Kereskedelmi és Szolgáltató Kft have written offering a range of still products, together with a special one-time offer for their 150 L universal still, currently located at a warehouse in London. lajos.teleki@hagyokft.hu www.hagyo.hu www.hagyodistilling.com

Stainless Containers

Delta Containers (Manchester) supply IBC containers (1000 litre Intermediate Bulk Containers) and stainless steel tanks for the distillery industry. They have more than 30 years' experience. Contact Floor Harreman, 0161 231 2875 Floor.H@deltacontainers.com www.deltacontainers.com

And finally

Thank you to those who have supported the Guild and its events to date. We look forward to your continuing support. Please let us have ideas for future newsletters (and the website), such as the development of new products, or the trials

and tribulations of a new start up, or any other gin related items that may be of interest to members.

Email articles of not more than 100 words, with a picture where available to nicholas.cook@theginguild.com