



# Gin Guild Ginposium

## 12 May 2016

The exciting line up for this annual education event for the gin trade is now complete. On-Line Booking is now open. Members (and those booking via members) get a discounted rate. For full details see [www.ginposium.com](http://www.ginposium.com) (or our main site [www.theginguild.com](http://www.theginguild.com)).

Please make sure that your colleagues and staff are aware of the event. As part of our knowledge transfer provisions, please see the footage of earlier events, including the 2014 and 2015 events, on our website.

Join some of the world's most respected personalities and experts from the drinks and gin trade sharing their knowledge and expertise on all things gin, in the third annual Gin Guild organised Ginposium seminar.

### Speakers include:

- **Emma Hibbert** from Adnams
- **Robert Furse** from UKTI
- **Charles Maxwell** from Thames Distillers
- **Bernard Gormley** from Nude Design
- **Professor Katherine Smart**, from SABMiller plc and Institute of Brewing & Distilling
- **David T Smith**, from SummerFruitCup.com
- **Dr. Anne Brock** from Bermondsey Distillery
- **Miles Beale** from Wines & Spirits Trade Association
- **Joanne Moore** from, G&J Greenalls and
- **Valentine Warner** from BBC's 'What to Eat Now' who, other than being a chef and writer, has also added gin brand owner to his portfolio.

### Topics include:

- Launching and marketing a new product.
- Exporting gin.
- Influences of different base spirits on gin.
- The importance of the designer bottle in promotion and sale of your designer packaging.
- Gin: An Education
- *Tutored tasting of gins*: Terroir. Does it matter?
- The effect of different botanical fixatives. Hit or myth?

- UK and EU legislation. What the future holds - Challenges, opportunities what it means for gin.
- *Tutored tasting of gins*: Innovation.
- The importance of ABV? The percentage game/gain?
- Food-pairing with gin.

Delegates will also benefit from a Gin & Tonic and networking and are then invited to join the Distillers City Debate, which this year debates Craft Spirits. See below for details.

The seminar will be held at the London Transport Museum in Covent Garden.



### Gin Workshop at the Bermondsey Distillery

Guild colleagues Dr. Anne Brock and David T Smith are hosting a workshop on Wednesday 11 May 2016 at the Bermondsey Distillery between 10:00-15:30. This is the day before the Ginposium, so might build a useful full two-day trip to London for those newer to gin, or for training for members of their staff.

The workshop will explore designing and distilling your own gin. As well as instruction on the practical aspects of gin, the workshop will allow attendees to discuss the more nuanced aspects of bringing a spirit to market. Topics covered include: production methods, "making the cuts", working with botanicals, and filtration.

Tickets are available via [www.ginposium.com](http://www.ginposium.com)

**Special Offer:** Buy a ticket for the Ginposium and receive 20% off the ticket price for the Gin Workshop.



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## DATES FOR YOUR DIARY

### Gin Industry Annual Dinner Thursday 26 May 2016

This year's dinner will again be held at The Savile Club, Mayfair, London. The price, for Guild members, and guests booked by members, inclusive of wine (and gin!), will be £93 inc VAT per person. A booking form and event brochure will be circulated (and will also be available on request from the DG). Please book as soon as possible. Numbers are limited to 100 – it sold out in 2015. Members will be given priority on booking (subject to availability) until 25 April 2016.

Menu details will be as set out in the brochure. Dietary issues should be notified on the booking form when booking. The event is lounge suit (not black tie).

The mini brochure for this event will give full details of the event and will be of help to secure any gin industry related colleagues and/or guests that you may wish to bring to the event.

New members of the Guild (those who joined in October and who are joining in May), are invited to bring samples of their products to the gin bar forming part of the event. This will provide members with the opportunity of sampling and sharing their product during the two gin and tonic networking sessions. Please contact the DG in advance if you would like your products to be featured and ensure that stock is sent ahead to the office.

Founders and Wardens who may be considering whether they wish to introduce any individuals as Rectifiers to the Guild, in recognition of their services to gin, should advise the DG as soon as possible and seek details of what is required.



### Distillers - City Annual Spirits Debate – Member event 12 May 2016

Gin Guild members are invited to the Worshipful of Distillers annual Spirits Debate. This will be held on 12th May in London. There is no charge for this event.

The topic this year is: "Craft Spirits – the enemy or the friend of global brands?"

If you would like to attend, please email [KLyons@lmbw.com](mailto:KLyons@lmbw.com). Please ensure you include confirmation that you are a Guild Member.

### Mansion House Autumn Installation and WCD Banquet Friday 7 October 2016

Please note the date and ensure that you are planning ahead if you intend to attend the Gin Guild installation event and the Worshipful Company of Distillers banquet. Further details will be provided nearer the date.



### BBC Radio 4 coverage

BBC  
RADIO



YOU:YOURS

In December we were contacted by the Radio 4 consumer programme 'You and Yours', who advised that they were researching for a programme item on craft gins. Initially their line of enquiry appeared to be an investigation (which sounded quite hostile

and critical), as to why so many craft gins were expensive, retailing at £30/£35 and above, and whether this was 'a consumer rip-off'. We supplied detailed background explanation, including data and statistics and briefing, detailing why production costs for smaller producers were more expensive.

We also responded to their queries relating to gins produced by third parties under contract, which were on occasion misrepresented as 'owner' or 'craft' produced, yet with a price reflecting smaller producer overheads.

The resulting piece, helped by our responses, came out on the day as well balanced. The initial hostile price point issue had been withdrawn and the presenter did differentiate, with interviews between a small distiller produced gin and a brand owner of a contract made gin (albeit from an excellent producer), making clear the marketing spin applied to the latter.

Congratulations to John O'Dowd of Liverpool Gin for getting good coverage as the selected craft distiller.



### 30 best gins under £30

We requested members late last year to provide information to meet a request by a journalist writing a feature topic in Epicure magazine. This is described as a 'high end food and drink supplement' produced by and distributed with Men's Health magazine (a periodical no doubt well known to many of our readers). Thank you to all who responded – it's not on our reading list, so if anyone sees the article, do send in a copy!

epicure  
high end food and drink

### International Hotel Awards



We were scheduled to put on a talk and tasting at these prestigious international awards (sponsored by Rolls Royce), to be presented at the Hilton Park Lane on 22 February. Unfortunately the business seminar programme into which we were to slot had to be cancelled, due to lower attendee numbers than planned, for reasons outside the control of the organisers, but we have been told that they hope to run that element again in 2017.

### Consumer & Trade Shows

We lectured with tastings at the International Food Expo at ExCel last year and are currently in talks with several similar shows (both trade and consumer) to speak at their events, including the Restaurant Show in October, the Independent Hotel Show at Olympia and possibly the Food & Drink Expo in April. We will also be networking at ProWein in March.



## UKTI – British Consulate General in Germany



The British Consul General in Germany asked the Gin Guild to deliver a gin tasting and introduction to British gins in Germany in January. This was one of the UKTI initiatives around the world designed to help British gin exports. It is anticipated that other UK Embassies and Consulate offices will follow, with a gin format having been deployed in several countries to date.

The event was held in a prestigious hotel in Düsseldorf. The audience of around 70 included various senior trade contacts of the Consul General, local key businesses, retailers and wholesalers as well as key bartenders from both Düsseldorf and Cologne, along with a few high net worth individuals attending a major international boat trade fair being held in the city at the same time. Selecting the gins to illustrate the talk, to avoid the many brands in the well stocked bar in the hotel, was the major challenge.

The event was well received and the post event gin discussions went on late onto the night. UKTI collated the feedback they received from participants, including some direct quotes from guests.

All in all the feedback is very positive. The guests seem to have really enjoyed the event.

- *'Accomplished and inspiring evening'*
- *'Relaxed atmosphere'*
- *'Very informative and enjoyable atmosphere'*
- *'A great event that was well executed'*
- *'A warm, inviting method of mixing people and ideas'*
- *'Professionally arranged and prepared event which has also been great fun'*
- *'I benefit most from events if I can learn something new and have a chat with interesting, pleasant people. This was very much the case with your event.'*
- *'Nicholas Cook held a great presentation with a lot of interesting content.'*
- *'This approach to education is much enjoyed'*



Thank you to all who provided stock for this presentation. We do try and ring the changes and to give as many member brands as possible an opportunity at the various tasting events we put on, consistent with providing a suitable range of gins to 'tell the gin story'. Please respond promptly if we ask if you can supply stock and support our tasting and similar events.



## Dortmund – supply to supermarket chain

The Senior UKTI Trade Adviser at the British Consulate-General in Düsseldorf, Germany asked the Guild to circulate details of a promotion opportunity to UK brands. This related to an in-store promotion within two REWE supermarkets in Dortmund, (<http://www.rewe-homburg.de>).

The owner of the two stores has a strong interest in British products.

A promotion is planned with a view to selecting four gins to be sold in the group's supermarkets.

REWE has over 400 supermarkets in the Dortmund area and decision



makers/buyers from the REWE Dortmund group are to visit the two stores enabling introduction of the new brand to the REWE group. Paper based information on the brands that responded, as requested by REWE, was collated and supplied by the Guild, from brand members who responded wanting to take part in the project, as the first stage in the exercise.



## Marketplace (New Website facility) - Situations wanted and vacant (and goods and services)

A new section (Marketplace) has been added to the Gin Guild website in the members only section. Members are recommended to check that area of the website from time to time.

We get approached on a reasonably frequent basis by those in the industry seeking new positions and those in the industry who are seeking recruits for specific posts.

Rather than include posts vacant in the member newsletters, which only come out at intervals, Guild members are invited to provide a brief synopsis (of around 200 words plus contact details), of any positions that they wish to fill with a contact number and email address and we will endeavour to post them on our Facebook page.

We will also post on the closed 'member only' area of our website, details of any industry member who approaches us looking for a position. Applicants should supply a summary of around 200 words (alongside contact details and a separate CV which we can supply to any member who wants to follow up, which will also enable this to be anonymous).

Similarly we also get approached by companies offering their services and goods to members. Again we will where practical post relevant details in case they are of interest to members.

## Gin and Rum show Lucerne Switzerland June 3 to 4, 2016

Marcel Telser (Guild member) and Arthur Nägele (who is joining the Guild in May 2016) are both well-known gin experts and operate a service company called



"International Spirits Advisors Ltd.", a UK company. That company organises shared stand activities for Craft Distillers at Swiss events including the Gin & Rum Festival in Lucerne. They offer Guild members a representation package at the show. Further details from the DG.



## World Gin Day Saturday 11th June 2016

We try to encourage members to get as much out of World Gin Day as possible and to use the vehicle of the Gin Guild to help them by quoting the Guild in press releases to add verisimilitude to their stories. Let the DG know if you would like a draft of possible/supporting material. Please contact your local TV and Radio stations/regions well in advance and offer them the chance to interview you ahead of and in anticipation of the day itself. We have two pitches in hand to the BBC, attempting to ensure that the day is covered, but, at the time of writing, these are still in play.



## Gin Guild Ties & cufflinks

Our tasteful woven silk blue ties (£19.80 inc. p&p) and sterling silver cufflinks (£61.80 inc. p&p) are available from the DG.



## Your Guild membership – wear it with pride – boast a little!



Members are reminded that they should wear the Silver Juniper Sprig with pride whenever

possible – it is surprising how often this sparks up a discussion. You are an elite, so boast/don't be shy about your membership. Don't also forget that you can mention your Guild membership on gin bottles and your website. See the members' area for detail and terms. We may also be able to reproduce the logo in other colours if required to match your own colour schemes.



## Think Gin

The second annual Think Gin event took place in London on March 1. The event brought together senior trade buyers with both producers and sector experts to drive growth in both the on and the off trade. Attendees had the

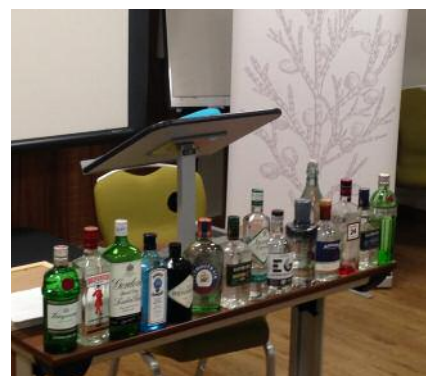


opportunity to experience exclusive new gins showcases and to meet the producers of numerous key brands with over 35 distillers showcasing their brands. For the second year running the Guild was asked to provide the keynote-opening speech, confirming that we are very much in the eye of the industry.



## Gin Series

Once again, supporting the Wines & Spirits Educational Trust, the Guild hosted a two evening seminar series on gin in February in Bermondsey for consumers and WSET students looking to be ginformed. Thanks to all our speakers, including Guild Board members Christopher Hayman, Charles Maxwell and Dr. Anne Brock.



## Website – grows in popularity

There was good growth in visitors to the Gin Guild website in December – up 3% to over 3,200 visitor sessions for the month.

The Interactive gin map views saw an increase in the London-based map of 33%

Page views within the Ginopedia section were up significantly in December – by

11% compared to November. Gin brands continue to dominate this section, (so make sure your brands are featured and up to date) capturing 59% of this section's page views, but the Distillers pages are also growing in popularity – these account for 23% of the page views.

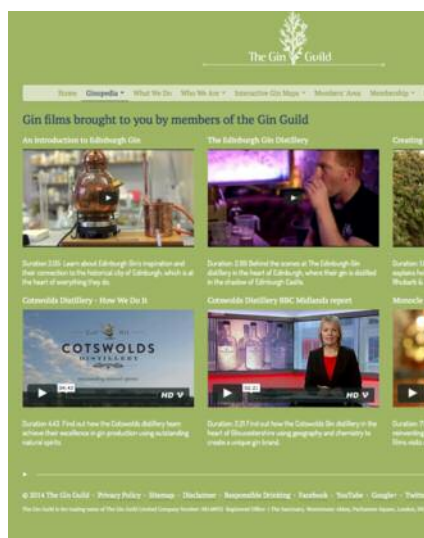
## Articles (Website)

We need more reference and similar material to publish on the website. See for example the Aged Gin article posted in December. The newly created Gin articles subsection, fledgling though it is, enjoyed 182 page views in December. Do let us have gin related articles, such as any relevant research or brand historical interest materials etc. for consideration.



## Member film clips

We requested useful gin footage content from members. Some have responded and their clips are on the website – and getting viewed – where are yours?



## Spice-up your life!

Ever wondered where those all-important botanicals come from, and what effect weather and poor harvests have on the crop? Beacon Commodities, one of our several botanical supplier Guild members, covers some of these issues in regular newsletters. If you would like to know more about the trials and problems of securing good quality natural products, please ask to go on their newsletter mailing list and write to [tommy@beaconcommodities.co.uk](mailto:tommy@beaconcommodities.co.uk)



Cardamon



Cassia

## Gin Data / CGA – Including new US data offer

Following interest by members who had expressed the comment that finding reliable data in a timely fashion was very difficult, a number of members, at Guild instigation, were canvassed by CGA Strategy, a leading research consultancy in the food and drink industry.

The brief was that they put forward an offer to members to provide relevant gin-based data in a form and with a commentary for direct use by members, including those without specialist data interpretation skills. Enclosed with the newsletter were the proposals put forward by CGA. Various levels of detail were offered at differing prices. If anyone is interested in the proposed materials let me know if they need a copy again or please contact Mr Loudon, as soon as possible.

[graeme.loudon@cgastrategy.co.uk](mailto:graeme.loudon@cgastrategy.co.uk) 0161 4768382 / 077 3693 7273

Nielsen and CGA have just jointly launched Brand Index in the USA, which they say is a 'statistically robust' forecast of on-trade performances for alcohol producers. This aims to offer brand owners a comprehensive view of the on trade market in the US



based on data collected through Nielsen CGA's clientele of drink producers and retailers. They hope the data will showcase potential opportunities, based on predictable data and reveal trends of category segments and brands gaining new levels of insight into the valuable and influential on the on-premise market. The first phase is already available and focuses on overall US on trade performance including total drinking and eating measures across nine census regions in six markets, including New York, Los Angeles, Chicago, Boston, Dallas and Denver.

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. Other key countries are also under consideration. CGA say they would have to cost these up 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.

### 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](mailto:nicholas.cook@theginguild.com)