



Gin means Business

The Sky News Business slot, clearly tiring of the doom and gloom of Brexit arguments and BHS collapse, decided to gin and bear it and to examine the expansion of the gin industry by way of an uplifting tale.

The Guild was approached to provide background information, statistics and to provide introductions and filming location suggestions for the London based Sky Business Team.

Ian King and his team filmed at East London Liquor Company and interviewed owner Alex Wolpert. The edited clip and



introduction (remarkably steady and stumble free on the part of Mr King and his team, despite what one assumes was post filming sampling some of Alex's gins) was aired on the evening news on Sky on 25 April.



Ginposium 2016 'a huge success'

Leading experts from the gin and drinks trade once again joined forces to share their knowledge and expertise on all things gin, at the Gin Guild's third annual Ginposium seminar.

The 120 delegates who attended the sold out seminar, held on 12 May at The London Transport Museum in Covent Garden, enjoyed 11 exciting speakers and topics including; Joanne Moore of G & J Distillers, who spoke about the importance of ABV; Dr Anne Brock of Bermondsey, who discussed the effect of different botanical fixatives on gin and chef Valentine Warner of BBC's 'What to Eat Now' and Hepple Gin, who held a session on food pairing with gin.

Nicholas Cook said: "This was our third Ginposium and it was a hugely successful event that was enjoyed by all. "I'd like to thank

all of our speakers who provided insightful talks and created debate and discussion between those who attended.

"We host the Ginposium event as a way to lead discussion within the industry. The event sold out this year and we are looking into booking a larger venue next year to meet the increased demand."

Other speakers at the event included: The Gin Guild's Grand Rectifier, Martin Riley; Emma Hibbert, Head of Corporate Affairs at Adnams; Miles Beale from the Wines & Spirits Trade Association; Tony Lamb, UKTI food and drink sector specialist; Professor Katherine Smart of SAB Miller plc and the Institute of Brewing & Distilling, plus Bernard Gormley and Tony Enoch of Nude Design, whose talk discussed how to market a

new product and the importance of bottle design and culminated in the launch of Newmarket Gin.

Over the course of the seminar, delegates enjoyed six tutored gin tastings, including a discussion by Charles Maxwell of Thames Distillers' on the influences of different base spirits on gin and two sessions that covered Terroir and Innovation, run by gin competition judge and independent journalist David T Smith of SummerFruitCup.com.

The full film of the 2016 seminar is available to view by Gin Guild members and their colleagues on the website. Preview event footage is viewable by all.



NEW: See all of the Ginposium 2016 videos and photos



The Gin Guild is the trading name of The Gin Guild Limited
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Gin sales growth

Gin sales in the UK have now crossed the £1 billion barrier (12 months to date) reports WSTA.

Arresting Warrant

Congratulations to both Gordon's and Juniper Green for the mentions of their Royal Warrants for gin supply, as mentioned on the occasion of Her Majesty Queen Elizabeth II's 90th Birthday. A birthday toast (in gin) is called for of course for our Monarch, whose pledge that her whole life be devoted to our service still garners respect from her subjects (as does her commendable habit of a stiff gin and Dubonnet before lunch). Long may she reign.



HSBC's 'Elevator Pitch' (Dragons Gin!)

Congratulations to Warner Edwards on winning @HSBC's 'Elevator Pitch', a national competition for small and medium sized enterprises (SMEs)



Warner Edwards won £150,000 in the competition and will use the money to invest in new equipment and staff to increase production and fulfill larger orders. The business is also planning to build a botanical garden next to its distillery in the

village of Harrington to grow herbs and spices to flavour its gin and help Warner Edwards stand out from the crowd.

Tom Warner, Founding Partner of Warner Edwards, said: "This is a real game-changer for our business and will enable us to turbo-charge our growth plans. It means being able to invest in increasing our capacity much sooner than we'd planned so we can take advantage of the demand for gin globally.

More than 1,000 SMEs from across the UK entered the competition by submitting a 90-second video pitch outlining how they would use £150,000 to grow their business. Warner Edwards was one of 10 finalists from across the country to attend a two-day master class in London, where they received coaching and advice on how to improve their business, before finally re-pitching to an expert panel.

Gin and health

A new study has shown that people that drink gin are most likely to be psychopaths. The study was carried out by psychology researchers at Innsbruck University in Austria, and found that people who enjoy bitter food and drinks like coffee, dark chocolate and gin and tonic are more likely to possess psychotic and sadistic everyday tendencies. We won't let that spoil our day (it is surely only every one else who needs to worry?).

Another paper, published in Age & Ageing, the scientific journal of The British Geriatrics Society, has however expanded on earlier research that moderate alcohol consumption could lower levels of inflammation, and help to combat cardiovascular disease and frailty in older people.

The summary of these two articles is clearly 'beware of older people, they may be psychopaths'?



Gin Guild Website - Observations from Google Analytics

There has been excellent growth in visitors to the Gin Guild website– it has been a record-breaking year with over 5,500 visitors per month – over 50% of whom were looking at member brands on the website.

- We are planning to expand the gin brand information provided, to ensure consumers have more information when they do their research. Your prompt co-operation to our information requests would be appreciated.
- Check out the podcasts – and let us have yours, to feature where possible and practical to do so.
- We are also to expand the Ginopedia section, with the aim that we will add, on a more frequent and regular basis, an increased number of features, articles and gin related papers and research. We will shortly circulate details and an invitation to put materials forward to contribute. Please help us help you to promote the category and visitors to the website by offering material that would be of interest to either consumers or, for more specialised material, to the industry itself. We will also seek to expand the picking out of key items from these papers and to add them to the circulation of press releases and placement of gin articles, especially to the consumer and general press, again to boost interest in the category.

The Gin Guild at Bar Convent Berlin 11 & 12 October 2016.

This years Bar Convent Berlin, a key staple in the annual international drinks trade fixture list, follows London Cocktail Week (3-9 October 2016).



Now celebrating its 10th anniversary this year, BCB is bigger and better than ever before, and has established itself as Europe's most important event of its type for bartenders and the spirits and beverage industry. 2015 saw a 30% increase in the number of exhibitors – a total of 268 compared to last year's 170 – along with a marked expansion of the event's international reach and a 20% attendee increase to 11,280 visitors (prior year: 9,400), 9,621 of them trade visitors.

The international focus of BCB was greater than ever with Distributors and importers traveling to Berlin from all corners of the world, including the US, Brazil, Argentina, Mexico and Peru, Japan, China, Singapore and India, and even from Australia and South Africa. BCB will be hosting leading spirits associations across the world

A dozen UK Gin Guild members are attending BCB, either with their own stands or, in the case of nine members, as part of a three stand Gin Guild co-operative in the UK Pavilion (which is a feature of this years show). This is a first for the Guild, with the Guild dealing with booking and key logistics, stand set up and supply etc., allowing smaller members in particular the opportunity to attend BCB to show their products. The attending members will be self supporting their brands and helping Nicholas Cook man the three adjacent stands to promote the brands. Members attending BCB will be showing over 25 gins to their (hopefully) appreciative audiences. Attendees include Caorunn, Hayman's and Mason's Yorkshire Gin and, on the Guild stand, Brighton Gin, Blackdown Gin Bramley & Gage (Six O'Clock Gin), City of London Gin, Cotswold's Gin, East London Liquor Co, Jensen's, Juniper Green and Warner Edwards.

12 May 2016 City Annual Spirits Debate Member event

Gin Guild members were invited (free of charge) to the Worshipful of Distillers annual Spirits Debate. The topic this year was: "Craft Spirits – the enemy or the friend of global brands?"



26 May 2016 Gin Industry Annual Dinner Member event

This year's dinner was held at The Savile Club, Mayfair, London. Those attending the sell out dinner enjoyed the networking, over 30 gins on offer from new members (October 15 and May 16), a sumptuous Burrough's Reserve No.2 with coffee and, to accompany the witty and interesting after dinner address from Leslie Gracie, the rare (not for commercial sale) Hendrick's Kanaracuni. What unusual and rare gin could we have for 2017? Ideas please.



Photographs of events

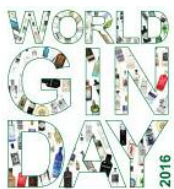
Souvenir photographs from the Members' Area Photo Galleries can now be purchased by completing the online form 'Order Photographs' in the Members Area Photo Galleries section or emailing richard@dragonwooddesign.co.uk

Please include:

1. Name, full postal and email address
2. Event name and year (eg. Spring Installation 2015)
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4. Image number

An invoice will be emailed to you, via Paypal. Photographs will be dispatched when payment has been received. A 6" x 8" print, including postage and packaging is £10.50 to UK, or £12.00 to Europe and beyond. Add £2.00 for each additional print.

11 June 2016 World Gin Day



A treatment had been progressed with the BBC for the eve of World Gin Day but

was not taken up. Other coverage included a big Guild write up in the Telegraph etc.

Thank you to Guild member Dr Anne Brock for her interview and comments. Our own web on-line write up was also popular.



The perfect gin: where to drink it and which to buy



Portobello Star Bar - James West-Young

By Tom Sandham
9 JUNE 2016 - 6:19PM

It is in its. Not news. Unless you don't drink or are serving a stretch for murder, you should be aware gin is enjoying an extraordinary renaissance.

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18-20 April 2016 Food & Drink Expo (NEC Birmingham)

The Expo (April 18-20) brought together over 1200 suppliers plus 100 informative sessions from more than 250 experts www.foodanddrinkexpo.co.uk.

The Grocer Talking Shop Live stage shows included 2015 Great British Bake Off queen Nadia Hussain in a live demo session as well as Steph McGovern, the BBC TV Business Broadcaster. The stage also saw the distinctly less famous Gin Guild Director General, Nicholas Cook, with a Gin master-Class with guided tasting sessions explaining how to tap into the gin renaissance: from the rise of premium and craft brands, and the drink's unique heritage, to the importance of a superior serve.

3-4 June 2016 Gin and Rum show Lucerne Switzerland

Guild members Marcel Telser and Arthur Nägele are both well-known gin experts and operate a service company called "International Spirits Advisors Ltd.", a UK company. That company organised a shared stand for Craft Distillers at the Gin & Rum Festival in Lucerne. Gins, including several Gin Guild members, included: Oro Ibiza Gin GER, Ungava CAN, Gilpin's UK, Telser LIE, Filliers BEL, City of London UK, East London Liquor Company UK, Botanist UK, Morris Gin AT, Cotswolds UK, Bermotti Gin AT, Ebner Dry Gin AT and Heiners Gin CH.



A selection of the top gins available on the Swiss Market was judged by a professional Jury chaired by Arthur Nägele. The award for the Best Gin 2016 was given to Susanne Straubinger-Meiller for the "Oro Ibiza Gin", created in Germany.



1 March 2016 Think Gin



A day which promises to enthuse, engage, educate & excite...

TUESDAY 1ST MARCH, 2016
THE HOSPITAL CLUB, LONDON

The second annual Think Gin event took place in London on 1 March 2016. The event brings 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.



Chin Chin

Congratulations to Sarah Thompson at Blackdown for having her silver birch vermouth selected as one of the ingredients in the cocktail that won the Cocktail for the Queen competition on the occasion of HRH's 90th birthday winning

The Kyoto Distillery

Guild member Marcin Miller is one of the owners of Japan's first dedicated artisan gin distillery. This celebrated the award of its production licence - thought to be the only one ever granted in Kyoto - by announcing details of its inaugural release. KI NO BI ('The Beauty of the Seasons'), inspired by tradition. It is distilled, blended and bottled in Kyoto. The gin is made in a recognisable dry style but with a distinct Japanese accent.

The Gin Guild 2016 Martini Event

We were well down the track of presenting (as part of London Cocktail Week) at Gillrays gin bar at The London Marriott Hotel, County Hall, Westminster Bridge Road, London – two internationally known bartenders to talk martinis. This was to be free to a limited number of members and colleagues and was then to be opened to the trade press, key general press, bloggers etc, and to members of the trade. Sadly, the work schedules of the speakers prevented the event being arranged. We hope to run the event at a later date. Cancellation had been hoped to be avoided and circulation of this newsletter was delayed in the hope that the event could be accommodated.

Marcel Telser modelling the Guild sprig and tie

Marcel Telser with Susanne Straubinger-Meiller, the winner of the Gin award, at the Lucerne Gin Fair.



Your Guild membership wear it with pride



The Epicurean – new drinks event

A new drinks event is also taking place in October at The Truman Brewery.

This event will showcase artisan spirits, craft beers and fine wines. Amongst the exhibitors (there will be circa 120 in total) already signed up to date, are a great selection of gins, including: Boxer Gin, Brighton Gin, Colombo Gin, Gin Lane 1751, Isfjord Gin, Jensens Gin, Kimerud Gin, Pinkster Gin, Skin Gin, Curio Spirits and East London Liquor Company

Guild member and spirits expert, Alice Lascelles will be hosting a couple of sessions at the event – topics to be announced (see: <http://www.epicurean.online/>).



DATES FOR YOUR DIARY

Please also notify colleagues, where relevant

Mansion House Gin Guild Installation and Worshipful Company of Distillers Banquet Friday 7 October 2016

It is understood that the Lord Mayor will be present. There is no cost for Guild Members to attend the Gin Guild Installation (subject to space constraints - priority will be given to those also attending the Banquet of the Worshipful Company of Distillers). Booking and menu details have been circulated to all members.



Gin Industry Annual Dinner Tuesday 9 May 2017

Please note the date and ensure that you are planning ahead if you intend to attend the Gin Guild installation event and the Gin Industry Annual Dinner (only open to the gin industry).

Further details will be provided nearer the date.

Ginposium 2017 Thursday 8 June 2017

This will be held at the RSA in London, much larger premises allowing more to attend in greater comfort. We are currently reviewing the many ideas for speakers and content.

Don't forget that as members you can access the 2016 film coverage for use by you and colleagues.

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@theguild.com