



USA 2017 – Gin Summit and more

Saturday 1st April 2017 will see the first Gin Summit held in Washington DC in America. Gin Guild members will be well represented on the speaker list. The event itself (full details on the last page of the newsletter) is being organised by the American Distillers Institute (ADI), who claim to be the 'Voice of Craft Distilling', as a pre-event before their annual conference in Baltimore, which is the following week. The ADI is also involved in the London based Craft Distillers Expo held every October.

Given the focus on gin, Guild members (UK and International), may wish to consider other events or opportunities which are available to build on the synergy.

The Guild hopes to use the event to ensure that its international role is better recognised in the USA, and beyond, and to install



some new Guild members in what would be the first non UK installation. An informal Guild dinner, given the number of Guild members already notified as attending and the potential for new members is also under consideration.

IWSC & Gin Guild joint event

The International Wines & Spirits Competition and The Guild have been speaking about possibly hosting a joint gin tasting trade event to be held in Washington either the evening before the Gin Summit, or after the formal element.



Hundreds of gins entered the 2016 IWSC competition and it is thought that there would be interest in providing a tasting of a combination of IWSC medal and trophy winners, drawn from the last few years. These could be chosen to illustrate areas such as new botanicals or expressions, alongside gins from Gin Guild members wishing to extend their reach and to introduce their products. *Members who would be interested in exploring the potential co-operation project should contact the Director General as soon as possible.*

UKTI/UK Embassy

UKTI and the UK Government have been supportive of UK distillers exporting. 2016 saw a supported promotion in New York and on the West Coast.



Again (limited in this case obviously to UK brands only), there is potential for a trade/press only UK brand gin promotion event in the ('Farage free') UK Embassy in Washington DC around the date of the Gin Summit. UKTI are considering options. We will of course need to see if these are practical and cost effective. *Members who would be interested in exploring the potential co-operation project should contact the Director General as soon as possible.*

Gin World

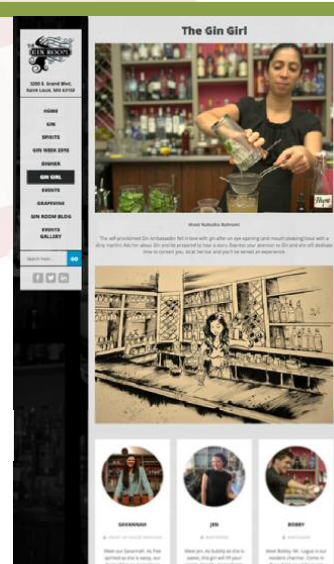
This is a rolling programme of gin events in the US organised by Natasha Bahrami, who has the twitter handle @gingirl. She runs a gin bar in Saint Louis and, from that, has built a touring gin symposium/tasting event. This combines seminars and education collaborations with gin brands and distilleries at local bars and restaurants to introduce, educate and elevate industry and consumers about the growing world of gin. Gin World is planned to run in:

- Columbia 27.03.17 - 01.04.17
- Saint Louis 22.05.17 - 28.05.17, and
- San Francisco 21.08.17 - 26.08.17.

If anyone is interested in all or any of the locations, they can contact Natasha Bahrami at Natasha.Bahrami@gmail.com

Add on options around the Summit which may be available for brands to use to promote themselves are very much a work in progress. We hope to circulate details as soon as we have firm options, but, if member brands are interested in discussing participating in an American venture/promotional opportunity linked to the summit, could they let the Director General know.

The Gin Guild is the trading name of The Gin Guild Limited
VAT Number: 155 1522 31 Company Number: 08148932
Registered Office: 1 The Sanctuary Westminster Abbey Parliament Square London SW1P 3JT



Bar Convent Berlin 2016 (BCB)



BCB attracted more than 11,000 trade visitors for its 10th anniversary event in October. More than 317 exhibitors – up 20% on 2015 figures – set up shop at Station Berlin. Gin was big – with approximately 20% of the spirit on show being gin.

Demand was high, with visitors being held back outside at one point, as the halls were so full. The organisers have already announced that additional space will be added for 2017.

Half of exhibitors and visitors alike traveled to Berlin from abroad for the show, and the full-day conference programme held immediately prior to BCB.

Although bar owners and bartenders form the majority, one-fifth of BCB customers are from the beverage and spirits industry, or are wholesalers or distributors.

Gin Guild members were out in force, with members from UK, USA, Finland and Belgium. Taking advantage of the UK Pavilion rates offered by the organisers, the Gin Guild offered UK members, especially those for whom international forays might be new or too expensive, the opportunity to attend the event as a 'taster event', at comparatively low cost and effort. They were supported by the Guild as to logistics, artwork, physical kit and event co-ordination.

Members attending BCB included Caorunn, Hayman's, Kyro, Ponet, No.3 and Mason's Yorkshires 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.

The Guild used the event and the flexibility offered on this occasion by the event organisers, to market test whether there was scope in the future for a co-operative Gin Guild 'gin alley' concept at

trade shows of this nature. A shared space at other international shows might provide the dual benefit of a more economic attendance as well as the advantage of making Guild members gin offerings a destination area by providing some form of central focus.

design, tax etc. but with an overall theme such as "The Gin Palace" or rolling gin theatre/cocktail demonstrations, or a gin and tonic bar, or similar, to draw attendees

into the area would be ideal. Increased costs shared with all participants. That solution could also allow brands to take more space or share space, to suit needs and budget.

The UK pavilion promoted by the organisers was a one off, so future

events would, subject to any limitations of Government support/funding, be open to all

Guild members

In terms of feedback on the event itself and participation as a Gin Guild member the reports are that overall the event was very positive and some attendees say they are now starting to see some of the conversations come to fruition, which is obviously the key objective.

If your brand would be interested in attending future events, such as the Berlin Bar Convent – or other international spirit events (such as ProWein – for 2018 as 2017 is already fully booked, or Gin Italy), as part of a co-operative Gin Guild umbrella package, please let the Director General know **as soon as possible**, in order that potential options may be considered. Advance planning and advance booking, at least a year ahead, for some events is essential.

Brighton Gin
APF: 01323 810000
Distiller: Brighton Distilling Works
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@brightongin.co.uk

BRIGHTON GIN
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

Blackdown Sussex Dry Gin
APF: 01323 810000
Distiller: Blackdown Distillery
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@blackdowngin.co.uk

BLACKDOWN
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

6 O'Clock Gin
APF: 01323 810000
Distiller: Bramley & Gage Ltd
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@6oclockgin.co.uk

6 O'CLOCK
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

City of London Distillery
APF: 01323 810000
Distiller: City of London Distillery
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@cityoflondongin.co.uk

CITY OF LONDON
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

Cotswold's Gin
APF: 01323 810000
Distiller: Cotswold's Gin
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@cotswoldsgin.co.uk

COTSWOLD'S
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

East London Liquor Co London Dry Gin
APF: 01323 810000
Distiller: East London Liquor Co
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@eastlondongin.co.uk

EAST LONDON LIQUOR CO
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

Jensen's Gin
APF: 01323 810000
Distiller: Jensen's Gin
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@jensengin.co.uk

JENSEN'S
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

Juniper Green Trophy Organic
APF: 01323 810000
Distiller: Juniper Green
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@junipergreen.co.uk

JUNIPER GREEN
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

Warner Edwards
APF: 01323 810000
Distiller: Warner Edwards
Contact: Nicky Crockett
Phone: +44 (0)1323 810000
Email: info@warneredwards.co.uk

WARNER EDWARDS
Awarded the London Gin of the Year 2015 and 2016. Two other awards in the 2015 BCB, Gold Medal and a Silver Spirit Award.

Our award-winning gin is made from locally sourced botanicals and is available in a range of flavours including: Elderflower, Lemon, and Raspberry.

IWSC Gin Guild Trophies 2016



The Guild sponsored trophies were presented at Guildhall London at the prestigious IWSC Annual Banquet by Gin Guild Grand Rectifier Martin Riley.

The London Dry Gin Trophy was awarded to Star of Bombay, with the Trophy accepted by Bombay's Julian Davis.

The Contemporary Gin Trophy was awarded to Purity Gin from Sweden, with the Trophy accepted by Purity's master blender, Thomas Kuuttanen. See the website for more details.

There was a great line up of other IWSC gin medal winners on display and for tasting as well, with IWSC reporting the biggest number of gin entries ever to the competition this year. Reflecting the growth and interest in gin, IWSC have had a 200% increase in gin competition entries since 2013.



Thomas Kuuttanen, Purity's master blender

IWSC Gin Producer of the Year 2016

The IWSC shortlist for the Gin Producer of the Year award included Bedrock and Bombay (both Guild members) and Edward Snell and Co (Strettons gin from South Africa), Herno Gin (Sweden) and Botanic Gin (from expert Spanish wine makers Williams & Humbert, showcasing an interesting array of botanicals, including mango and the intriguing Buddha's Hand).

Bedrock released their new bottle design earlier this year, reflecting the increasing competition between brands to stand out to consumers both on the back bar and in retail outlets.



The Kyoto Distillery

Guild member Marcin Miller is one of the owners of Japan's first dedicated artisan gin distillery. The company celebrated the award of its production licence - thought to be the only one ever granted in Kyoto - by announcing details of its inaugural gin 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. This was launched at the Japanese Embassy in London in October to an appreciative audience of gin journalists, writers, commentators and industry players not often seen out in such numbers.



IWSR Gin data

Members queried if it would be possible to procure the valuable gin data provided by IWSR, as part of their Forecast Report 2016-2018 Global Review (no doubt a standard reference for the largest in the industry), at a price that would hopefully also make that available for smaller members, by limiting the scope of reporting to gin alone.

IWSR provide a leading source of beverage data and analysis and, over the last 40 years, have built up the world's largest database on the alcoholic beverage market.

IWSR have indicated that they are prepared to offer gin-limited data to Gin Guild members at a discount.

The prices set out below are for gin only (not Genever, except where stated) and are subject to VAT.

- Gin volume value forecast - domestic and duty free all countries: £5,300
- Gin volume value and forecast all countries - domestic: £3,775
- Gin forecast: £1,045 (this includes genever)

- Gin volume all countries - domestic: £2,310
- Gin volume - value and forecast UK £495
- Gin volume - domestic UK £310

IWSR also offer 30% off the above prices if data is purchased before the end of the year 2016.

I hope this will be a useful offer and that the tailored and discounted gin-centric data at these prices will be of interest to brand owners.

To order or to discuss in more detail please contact:

Graziella Jeffery - Business Development Director, the IWSR, the IWSR Magazine & Radius.
39 Moreland Street, London EC1V 8BB
t: +44 (0)20 7689 6834
www.theIWSR.com

Please let me know if you take this introduction up.



Bright spark – not so clever

Newer players to the industry may wish to note and carry out a risk assessment to identify and cover the risks associated with working with spirits/spirit vapour. They burn. They explode. Accidents do happen. Please take care. See the links provided on the website.



China

Brand members were circulated details provided by Guild member Alessandro Palazzi, of Dukes Hotel, who referred details of a proposed Gin Festival in China in Spring 2017, from a Chinese businessman, who he advises is a regular visitor to the UK and a keen gin lover.

If members are interested in the possibility of following up this opportunity they should check out the possibility and the offer direct from the organiser, whose details are as follows:
Feng Gao fs.gao@yahoo.co.uk

DATES FOR YOUR DIARY

Please also notify colleagues, where relevant

Gin Industry Annual Dinner Tuesday 9 May 2017

Sadly, given our increased numbers, the Savile Club can no longer accommodate this event (we however hope to hold other events there).

We will be moving to the splendid surroundings of the Old Library in the Guildhall London. The additional space will allow members to bring other industry guests, creating an even more extensive networking opportunity – so get your address books out to see who you may wish to bring (and let us know if you have any new products that you may wish to peer showcase on the now famous multi-option gin bar).



Ginposium 2017 Thursday 8 June 2017

This will be held at the RSA in London, much larger premises than before, allowing more to attend and in greater comfort. We are currently looking at the many ideas for speakers and content that have been suggested. Don't forget that as members you can access the 2016 film coverage for use by you and colleagues.



Mansion House Installation and Livery Banquet Thursday 12 October 2017

Please note the date, a Thursday on this occasion, and plan ahead.

World Gin Day Saturday 10 June 2017

A date for your diaries. Please let the Director General know if you have any ideas for how the Guild can help/help you promote the category.

Judging of Craft Spirits - American Distilling Institute

The American Distilling Institute (ADI) are holding their 11th Annual Judging in 2017. Gin Guild members have been offered the opportunity to enter at the discounted rate (saving \$100 per entry), which is usually exclusive to ADI members. The ADI are also running an early bird rate for entries before 31st December 2017, offering a further \$50 discount.

In addition to the opportunity for a spirit to be awarded a medal, entrants will also receive the individual feedback sheet for their gin from each judge.

Entrants to the competition are also eligible to submit their spirit for testing and to receive a certificate of chemical analysis for an additional \$150, a process that usually costs \$700.

For more information, please visit: www.distilling.com/judging.



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Gin Guild Website

As you may have noticed, we have been inserting new articles and information on the Gin Guild website on a regular basis.

We then use social media to draw readers to the new articles and to the site in general, giving publicity to the article subject and their brand and to the facility generally. Recent articles have included:

- Coverage of the launch of the new Copper Rivet Distillery
- An article on Joanne Moore
- An article about the Langley distillery
- Wider coverage of the IWSC 2016 Trophy winners

More follows. You may be approached by us to contribute – but if you have proposals for material don't be shy – come forward, and make us an offer.

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 7,000 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.
- Please help us help your brands and 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 will 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 and member brands.

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 development of new products, or the trials and

tribulations of a new start up or any other items gin related 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

NEW FOR 2017



The American Distilling Institute is proud to announce the first ever Gin Summit, to be held on Saturday 1st April 2017 at Joseph A. Magnus & Co. Distillery in Washington D.C.

The Gin Summit is an unique, one-day conference designed for distillers, bartenders, trade professionals, and the gin superfan.

Speakers include:

- Gin Historian, Philip Duff
- Distiller, Stephen Gould
- the Gin Girl, Natasha Bahrami
and from the UK
- Dr. Anne Brock of Jensen's Gin
- David T Smith, International
Gin Writer and Consultant

The day comprises of wide selection of talks and tastings, including topics such as:

- Gin Distilling in D.C.
- Terroir in gin
- Gin's early history
- Classic vs. Contemporary gin styles
- The use of local US juniper in gin

as well as a lively debate on *When is a gin not a gin?*, and talks on other technical areas.

The Gin Summit also welcomes the Gin Guild, a London based international member organisation, with extensive membership from the gin distilling industry. It promotes quality in gin production and mixology and supports the gin category across the globe, enhancing its image and widening its appeal to worldwide consumers. The Gin Guild will also be conducting their first Induction Ceremony outside the UK for new members.

For further information and booking details please contact the American Distilling Institute, www.distilling.com.

- \$159 Early Bird Ticket - *this offer ends 31st January 2017.*
- \$185 Regular Price.



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www.distilling.com



The Gin Guild

www.theginguild.com

Gin Summit Saturday 1st April 2017 09:30-18:00

Joseph A. Magnus & Co. Distillery
2052 West Virginia Ave NE, Washington, DC 20002, USA