



The Gin Guild

ProWein Dusseldorf March 2018 **TIME SENSITIVE**

Too small/too late to exhibit at ProWein? Not necessarily.

The International Wine And Spirits Competition (IWSC), are offering to show gins from Gin Guild members (among other products – mainly English Sparkling wines and a couple of vodkas) on their IWSC Stand at ProWein Dusseldorf (March 18-20 2018). <https://www.prowein.com>

ProWein is the world’s leading trade fair for wine and spirits, the largest industry meeting for professionals from viticulture, production, trade and gastronomy and its three days of concentrated business and ancillary programme justify the claim that ProWein is the No. 1 meeting place for the industry.

This is a great low cost option for those wishing to put a toe in the water and has potential for you to also arrange to meet potential customers by appointment on-site at this key trade show, with your product available on-site to taste.

If you wish to attend yourself, you will need to book tickets to attend as soon as possible (and will need to prove trade status which can take a little while to process).

Hotels are in high demand, but the event I am told also has the option of accommodation on moored cruise ships nearby.

There is very high demand for flights to the city in that period (you may need to fly to Cologne and transfer to Dusseldorf by train).

The IWSC offer is as follows : First come first served. Stock is required to IWSC by 01 March. Please book direct with Dimple Athavia, the IWSC Tasting Manager – via Dimple.Athavia@IWSC.net +44 (0) 1483 548 963), before sending samples,:

- The IWSC stands are manned with members of IWSC staff talking about the products.

- IWSC are offering this opportunity to anyone who may not have a stand at Prowein but would like to have a presence at Dusseldorf.
- If you are interested, IWSC would need 2-3 samples of the products you would like to enter and the entry fee (£99 per product) plus any printed product materials you may wish to send, and a tasting and background note for the IWSC team.
- You will need to check the position on local taxes on the product as these usually apply. If relevant tax payment in advance may be required.

IWSC already have several Guild member brands lined up. IWSC advise that they will have a stand dedicated to Gin.

THE WORLD'S NO.1:
INTERNATIONAL TRADE FAIR
FOR WINES AND SPIRITS
18-20 Mar 2018
DUSSELDORF, GERMANY



Gin is becoming the biggest selling spirit in the UK

Gin is becoming the biggest selling spirit in the UK, with the UK consuming the equivalent of 1.12 billion G&Ts in 2016, and with gin sales predicted to overtake whisky.

The BBC reported that data from the research company Euromonitor found blended Scotch whisky sales in the UK reached £1.28bn last year while sales of gin hit £1.07bn.

However, by 2020 sales of blended Scotch are expected to drop to £1.17bn, with gin sales set to climb to £1.37bn.

The growth in the sector has been attributed to the increasing number of micro-distilleries, innovation and experimentation with botanicals and solid growth in the product across age ranges.



The Gin Industry Annual Dinner at Guildhall London 08 May 2018

Full details have already been circulated to all members. If you need another copy of the details contact Nicholas Cook. Bookings this year are on-line only.

Please visit www.theginguild.com/GIAD2018 to book and pay for attendance. The booking page is only accessible through direct insertion of the above in your search bar.



Ginposium at the RSA London 07 May 2018 **TIME SENSITIVE**

Full details and on-line booking at www.ginposium.com Guild member priority booking period expires on 1 March 2018. Book now to secure a place. We sold out last year, so if you plan to attend, it is best to book before March. Do tell colleagues and others in the industry. The footage from last year’s event will appear now in the open area of the guild website.



The Gin Guild is the trading name of The Gin Guild Limited
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New Years Honours 2018

Desmond George Arthur Payne M.B.E.

Distiller, Beefeater London Dry Gin.
For services to the British Gin Industry.



Nigel John Mills C.B.E.

For services to entrepreneurship in the North East and Cumbria, including his co founding of The Lakes Distillery (where he is Chairman), and his work as chairman of the Entrepreneurs Forum.



HRH The Princess Royal opens Chatham's Copper Rivet Distillery

On Friday 1st December, HRH The Princess Royal officially opened Gin Guild Copper Rivet Distillery, in Chatham's Historic Dockyard. The three founders, Gin Guild Warden Rectifier member Bob Russell and his sons Matthew and Stephen welcomed her to their beautiful distillery before introducing her to the team.

Copper Rivet Distillery is one of only very few distilleries to control the whole distillation process from grain to glass. In addition, it has agreements with local farmers on the neighboring Isle of Sheppey to grow their 'Holy Trinity' of wheat, barley and rye allowing them to them control every aspect of the flavour of their spirits.

Copper Rivet Distillery opened its doors in October 2016. Its award-winning Dockyard gin had the honour of launching HMS Medway, the first ship ever to be launched with gin.



Media & Enquiries

We have had a busy time with responses and communication with the media, including a couple for the BBC (online magazine and radio) and Channel 4. We have also produced and contributed to a number of articles, including several for travel companies wanting gin distillery tour information, as well as the usual trade magazines. Much interest in the last few months from several areas of the media, including Grocer magazine, about compounded 'hand-crafted gin', jumping on the distilled product bandwagon and the disingenuous (yet legal) marketing and often inflated pricing, demonstrating the need to educate consumers.

We also regularly receive tour requests, which we try to place, including one for 75 guests from a French bank wanting a UK gin distillery tour. The stress of Brexit is clearly driving them to drink. Possibly, given the similar Brexit stress for many in the UK, this explains the huge UK growth in distilleries and gin? As a merchant banker once advised: "Always go into a recession with a new car and a full wine cellar". Gin now appears to be the latter substitute!

Our social media profile has continued to attract visitors, helped by fresh news and articles and features on the website and by December's daily twitter Gin Advent Calendar coverage.



EU Gin Regulations

As advised in the last edition, HMG staff attended EU meetings on this issue at the end of 2017.



The view of responding Guild members was that the key issue was the need to continue to include all elements of the required alcohol provision in the definition, rather than leaving that to a secondary definition elsewhere. The view was that many will only refer to the one clause and that needs to be clear and inclusive.

Although not on the EU agenda, several members raised (and we passed that on), whether there needs to be a clarification in the descriptors used to describe gin made through the cold compounding process to ensure and clarify in the minds of consumers what exactly they are purchasing and that they buy on a like for like informed basis. Consumers unknowing of the difference are often paying prices for compounded gin at a level charged by small craft distillers for their distilled products. We also passed on (but again for background, not for EU work at this time), that we were told that fruit and highly flavoured gins, and some wooded/aged/cask rested gins are also an issue for some trading standards officers, with consequential varying standards and interpretation of the 'predominant Juniper' rule.

Gin Magazine



Riding the wave, issue two of the Paragraph Publishing magazine (it does what it says in its name), saw Charles Maxwell dragged, kicking and screaming, into their Hall of Fame as an Icon of Gin. Given the success of gin we can only hope that he will not be alone in there for long and that other worthy members of the industry will join him in years to come. The award was made at the magazines first Gin Awards Dinner held at the HAC in London, with awards being awarded in a number of categories from gin to design and marketing, to retailers etc. Awardees were from around the World including South America, the USA and Sweden.

Sweden, now the producer of a growing number of excellent gins, deserves particular mention due to the extraordinary success of the Master Distiller at Herno, Jon Hillgren, who once again impressed the judges and walked off with a number of awards including World's Best Old Tom and Worlds Best Gin. Guild member Master of Malt and Atom, led by Ben Ellefsen, no stranger themselves to the awards podium, were again also a multiple award winner.



Other Guild winners at this event included Caorunn, Hendrick's Leslie Gracie, Haymans, Edinburgh Gin, Martin Miller's and Bombay Sapphires Laverstoke Mill and more. May 2018 Guild inductees who also won include McQueen and, from the USA, Jos Magnus & Co (host of last years US Gin Summit in Washington DC).



The Craghoppers Film Prize 2018

Craghoppers the outdoor clothing brand working with Discover.Film seek to reward short filmmakers from around the world, recognising filmmakers of all experiences, including students.

The Discover Film Awards - April & October London UK 2018. They are looking for a gin brand to support (in place of champagne). Are there any gins with an 'outdoor' image that might want to consider this opportunity?

<https://www.craghoppers.com/filmprize/>



Future Trade show participation

Following the Guild provided joint stand at the Berlin conference in 2016, which successfully enabled many in that experience to move onto hosting their own stands in 2017, some members enquired as to whether we could do the same for Düsseldorf. Unfortunately interest was too late to secure availability.

Any members interested in a joint/shared stand at, for example, Bar Convent Berlin in October 2018, ProWine



in 2019, or potentially Bar Convent in New York in 2019, should let the Director General know in order that timely enquiry can be made as to availability and cost.



London Wine Fair

21-13 May
TIME SENSITIVE

LWF have at Guild request and suggestion agreed to provide a 15% discount for UK Guild members wishing to exhibit at the show in the spirits element of Drinks Britannia. This will apply to all three of the options for exhibiting that LWF offer.

Members should book directly with LWF.
Contact Sales: Jamie Hough j.hough@londonwinefair.com
or Event Director: Hannah Tovey h.tovey@londonwinefair.com



Coaching tips

Earlier this year we were approached by Blueprint travel media, who advised that they were to produce a travel title for group travel guide for the British drinks trade – to include distilleries. Our on-line interactive gin distillery mapping was key to this, as was our provision of content to the company. The title was launched in November and Gin has key coverage. Hopefully those featured and listed will reap the benefits.



Distributors

One of the more frequent member requests that we receive is for distributors for gin that are not already holding a full gin catalogue. If you know of a distributor, UK or international, that would like to extend their gin range, to include UK and/or international products, please let the DG know.

Hat Trick

The drinks industry came together in November for the International Wine & Spirit Competition's Annual Awards Banquet at Guildhall. With over 400 gin entries from 35 different countries, this year's IWSC awards proved the gin bubble has yet to burst, with submitted entries containing weird and wonderful botanicals, from ants, to seaweed and clotted cream.

The Gin Guild sponsors three of the gin-based trophies at the IWSC international competition. Interestingly the number of categories expands year-on-year as the category and varieties diversify and have style extensions. Extraordinarily, and bear in mind that the taste tests are double blind tastings, one brand won all three of the sponsored trophies. An extraordinary performance by one of the Guild's members Atom Brands, who have this year also extended, with some very interesting variations their own gin range through the Boutique-y Gin Company.

The Gin Guild sponsored trophy for London Dry Gin went to Atom Brands for a collaboration between Boutiquey Gin and multi-award-winning Hernö Gin, for Swedish Rose Gin

The Gin Guild sponsored trophy for Contemporary Gin went to Atom Brands for Bathtub Gin Navy Strength, whilst the Guild sponsored UK Gin Producer of the Year trophy was also secured by Atom Brands. The International Gin Producer of the Year trophy went to Hernö. As Herno were sharing a table with Atom this was starting to creak under the sheer weight of their combined trophy wins. Many congratulations for such an exceptional achievement.



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