



## PICKERING'S GIN SAY #PICKPINK THIS SUMMER

### --- EDINBURGH BASED PICKERING'S GIN LAUNCH THEIR FIRST EVER GIN LIQUEUR ---

Pickering's Gin have launched their first ever gin liqueur to market, right on time for the remarkably sunny summer.

Responding to demand from their fans, the Edinburgh based gin company have used the appeal for flavoured gin liqueurs to celebrate their recommended G&T garnish - pink grapefruit.

Inspired by the pleasure of a Pickering's gin & tonic garnished with a slice of pink grapefruit, the Pickering's team based at Summerhall arts venue blended their award winning gin with real fruit to create a decadent and refreshing gin liqueur.

Tweaking their original Bombay gin recipe, written down in 1947, they have engineered a suitably aromatic base to showcase real pink grapefruit. With notes of lemongrass, cardamom and juniper, the new expression offers an alternative to traditional pamplemousse liqueurs.

As a product inspired by feedback from fans, Pickering's noted the shifting trend towards low alcohol offerings.

**Stevie Watson, UK brand ambassador for Pickering's Gin commented,** "Drinking responsibly is about watching not only how many alcoholic drinks we consume, but how strong our drinks are and what they're made with."

"Our Pink Grapefruit & Lemongrass Gin Liqueur is made with real fruit pulp & juices and uses our double-gold award winning gin as its base. Sitting at 20%, our fruity new expression perfectly fits into the forming trend for lower alcoholic spritz-style drinks."

**Marcus Pickering, co-founder and head of export added:** "Here at Summerhall Distillery we are all about innovation. So, when our loyal fanbase told us they wanted to see some flavoured expressions from Pickering's we turned to the fruit we know and love best – pink grapefruit.

"The trusty pink grapefruit offers a soft, sweet citrus that balances with our Bombay spice beautifully. Now P&Ts are garnished with pink grapefruit the world over!"

Consumers can expect sun-kissed, plump pink grapefruit from the first sip. Lusciously tart and tangy, the palate is engulfed with mouth-watering, natural sweetness.

Gentle warmth from the original gin's spiced botanicals and a hint of fragrant lemongrass makes for a sumptuously decadent and velvety finish.

Pickering's have a strong commitment to provenance and transparency. To enable the company to expand production and create a new liqueur Pickering's teamed up with another Scottish firm to fulfil demand for the latest offering.

**Matt Gammell, co-founder & head distiller said:** "We're very proud to distil, bottle, label and wax every bottle of Pickering's Gin from our 400 square foot distillery in the heart of Edinburgh. We engineer ourselves clever production solutions around the space we have as time goes on, but with markets like the U.S and China growing for us, we must keep our focus firmly on our distilling schedule."

"It's one thing to distil, dilute & bottle. It's quite another when you're talking about bringing in equipment to blend distillate with fresh fruit. We simply don't have the space. That's why we teamed up with Morrison & Mackay in Perthshire, formerly known as the Scottish Liqueur Centre."

At a time when discussions are opening up within the industry as to whether production facilities' locations should be stated on the bottle, Pickering's have detailed on their packaging that the liqueur is 'distilled in Edinburgh, blended in Perthshire.'

The 20%, 50cl bottle retails at £19.95. Now available from [www.pickeringsgin.com](http://www.pickeringsgin.com), local retailers and will soon be available at national retailers.

**Ends**

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Also getting attention in further flung markets, Pickering's exports internationally to the U.S, Australia, Hong Kong, New Zealand, Europe and China. Later this month

they will open Beijing's first ever gin bar – The Pickering's Gin & Scottish Seafood bar, conveniently located nearby the British Embassy building.

Co-founded by Marcus Pickering and Matt Gammell in 2013, Pickering's Gin is based on an original Bombay recipe dating from 1947. Distilled, bottled, labelled and waxed from the former kennels of Edinburgh's old Royal (Dick) Veterinary School, the building now houses Summerhall, an independent arts village. Their Distillery was the first to be established in Edinburgh for over 150 years.

Official gin of the Royal Edinburgh Military Tattoo and gin partner to the Edinburgh Festival Fringe, the Royal Yacht Britannia and the Sheraton Edinburgh Grand Hotel & Spa, Pickering's is a locally loved gin.

Earlier in 2018 the World Spirits Awards awarded Pickering's Gins:  
Double Gold – Pickering's Gin  
Double Gold – Pickering's Navy Strength Gin  
Gold – Pickering's Original 1947 Gin

The distillery picked up numerous awards in 2017 including:

Visit Scotland – Best Visitor Attraction in Edinburgh, the Lothians and Borders 2017  
Scottish Food & Drink Awards – Brand Success of the Year 2017  
China Wine & Spirits Awards – UK Spirit of the Year 2017  
Scottish Marketing Society Star Awards – Brand Development of the Year 2017  
Great British Food Awards – Best British Gin 2017  
Scottish Gin Awards – Innovation of the Year 2017  
– Excellence in Marketing 2017