



NEW PICKERING'S GIN FOR EDINBURGH TATTOO

Pickering's Gin has launched a new tartan bottling exclusively for the Royal Edinburgh Military Tattoo.

The new 'Tattoo Gin' is made with the base of Pickering's along with four additional Scottish botanicals - heather, Scots pine, bog myrtle and milk thistle.

This is the first time Pickering's has incorporated Scottish botanicals into their botanical blend enhancing the original Bombay recipe.

Matt Gammell, co-founder and head distiller commented: "Scottish botanicals are not part of Pickering's DNA. Our inspiration is derived from an original Bombay gin recipe that dates back to 1947.

"Key Pickering's botanicals, like cinnamon, cloves & cardamom are a far cry from indigenous Scottish botany. However this year's "splash of tartan" theme for The Royal Edinburgh Military Tattoo posed an experimental opportunity not to be missed.

"This is our own take on a classic Scottish Gin, incorporating the characteristic Pickering's punch."

The collector's edition bottle comes complete with a tartan wrap, which is the Tattoo's official tartan of red, green and blue mix - the military colours of the army, navy and air force.

Marcus Pickering, co-founder and head of export added: "We're a proud Edinburgh business and, like the Tattoo, we're constantly looking outward.

"The Splash of Tartan theme celebrates Scotland's disparate clans and families and the spread of Scottish ideas across the world. In our opinion, there's no better example of this than the current popularity of Scottish spirits overseas.

"Our partnership with the Tattoo has opened opportunities in Australia and New Zealand and Asia is also in the offing. We hope our collectable half bottle will delight the thousands of visitors to the city as much as the locals who enjoy the fireworks emerge from the Castle Esplanade every evening in August".

The new gin is now available from the Tattoo shop on Cockburn Street, directly from Pickering's Summerhall distillery and online <http://bit.ly/TattooGin>. It will also soon be available from selected Edinburgh retailers.

It is the ideal gifting item or souvenir to those visiting the city – distilled less than a mile from the castle.

This is the fourth year Pickering's has been the official gin of the Tattoo, cementing its provenance as gin made in Edinburgh.

The 35cl bottle retails at £20.

Ends

1 August 2017

Issued on behalf of Pickering's Gin by Weber Shandwick. For more information and images contact Rory Brown or Paula McNulty at Weber Shandwick on + 44 (0)131 556 6649 or rory.brown@webershandwick.com (07870 805 291) [/pmcnulty@webershandwick.com](mailto:pmcnulty@webershandwick.com) (07770 88 6924)

Notes to editors:

- + For more information about Pickering's Gin, visit www.pickeringsgin.com
- + Facebook: www.facebook.com/Pickeringsgin
- + Twitter: [@pickeringsgin](https://twitter.com/pickeringsgin) #PickGin

Pickering's are a Fringe Partner and have released a limited edition bottling of their Pickering's Original 1947 Recipe Gin in conjunction with the Fringe Society on the 17 July 2017.

Tours of Summerhall Distillery become a Fringe Show in the month of August with guests having the opportunity for "A Pickering's Gin Jolly". Tickets are available via the Fringe or Summerhall Box Office.

Pickering's are operating the Cocktail Caravan Club from the central courtyard of Summerhall venue- serving a range of draft cocktails and P&Ts with Fever Tree mixers 4-28th August 12-late.

Co-founded by Marcus Pickering and Matt Gammell in 2013, Pickering's Gin is based on an original Bombay recipe dating from 1947. The marvelously mixed gin is spectacularly smooth, refreshing and flavoursome and is handcrafted at Summerhall Distillery – the first exclusive gin distillery to be established in Edinburgh for over 150 years. Summerhall Distillery distil, bottle, label and wax every bottle that leaves the distillery by hand.

Pickering's Gin is based on an original Bombay recipe dating from 1947.

In 2016 Pickering's Original 1947 Gin picked up 'UK Spirit of the Year' at the China Wine & Spirits Awards and 'Best British Gin' from the Great British Food Awards. This year Summerhall Distillery is shortlisted in several categories for the inaugural Scottish Gin Awards, including:

- + London Dry Gin of the Year
- + Navy Strength Gin of the Year
- + Cask Gin of the Year
- + Scottish Distillery of the Year
- + Excellence in Marketing
- + Innovation of the Year