



Friday 24th November 2017

Pickering's Gin Wins Top Tourism Award

Visit Scotland Pronounces Summerhall Distillery as the BEST VISITOR ATTRACTION in Edinburgh, Lothian and Borders!

Summerhall Distillery, home of award-winning Pickering's Gin, was last night awarded Visit Scotland's Best Visitor Attraction at the Central and East Scottish Thistle Awards Regional Final.

The distillery, which was founded by Matt Gammell and Marcus Pickering in 2013, is situated in the former small animal kennels of Edinburgh University's old Veterinary School "The Dick Vet"- now Summerhall. The repurposed space became Edinburgh's first exclusive gin distillery in over 150 years, and was built from scratch using materials reclaimed from the Vet School or designed by the founders themselves. It is an unlikely base for a global gin brand, but one that has been delighting visitors from across the globe since their first batch of Pickering's Gin was distilled in 2014.

The tiny 400 square feet distillery welcomes groups of 20 people at a time and shows how premium gin is distilled, bottled, waxed and dispatched, all on site. The tours have proven so popular that the distillery has doubled their number of tour guides, and added tours on a Sunday to keep up with demand.

Each tour starts with a P&T from the Gin Tap installed at the adjoining pub (which is piped direct from the distillery of course), and guests spend an hour learning and sampling their way around the working distillery. The tour is peppered with adventures (and mishaps) involved with steering a new gin company through the recent boom in the spirit's popularity.

Victoria Anderton, Visitor Experience Manager for Pickering's Gin, believes the success of the tours is how different they are to a traditional distillery tour.

“Our guests have often visited larger whisky distilleries and often the experience can be a bit impersonal and with quite generic facts about distillation. Additionally, a lot of the process will be done in another location- like the bottling for instance. In contrast, we like to keep ours fun and informal- giving our guests a real insight into how you make gin start-finish.”

Marcus Pickering, co-founder, adds, “ Provenance and transparency are so important in explaining the success of craft gin over the past few years.

People assume that when you’re exporting and products like our Pickering’s Gin Baubles are available in places like John Lewis that we must make everything in a big warehouse somewhere. That’s so far from the truth- we’ve got a hardworking team who distil, bottle (and bauble) everything from our home here at Summerhall”.

The Thistle Award is the latest trophy in the Pickering’s cabinet. They were recently awarded a 5 * Tour by Visit Scotland, a Certificate of Excellence from Trip Advisor and a number of awards at the inaugural Scottish Gin Awards.

Ends

Issued internally by Pickering’s Gin. For more information and images contact leah@pickeringsgin.com

Notes to editors:

For more information about Pickering’s Gin and the Summerhall Distillery, visit: www.pickeringsgin.com

Tours must be booked in advance via: <https://www.pickeringsgin.com/distillery-tours/>

Facebook: www.facebook.com/Pickeringsgin

Twitter: @pickeringsgin

Instagram: pickeringsgin

#PickGin

#PickGinTour

#Ginbaubles

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.

Pickering's recently hit the deadline after re-launching their smash-hit Pickering's Gin Baubles. The Edinburgh distillery made headlines after 30,000 of their gin-filled Christmas baubles sold out in 82 seconds in 2016.

To keep up with the demand for the coveted decoration the Pickering's Gin team has expanded from nine to fifteen full time staff and hired an additional 19 elves part-time. Working around the clock, the team have been filling the 20K baubles needed a day to fulfill orders. They aim to increase turnover fourfold this year on this product alone. For more information on Pickering's Gin Baubles or to see our press release, please contact leah@pickeringsgin.com.

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. Summerhall Distillery distil, bottle, label and wax every bottle that leaves the distillery by hand.

Tasting notes:

Fresh, light and bold flavours of citrus and juniper give way to intense warming spice of cardamom, coriander seed and clove.

Recommended serve

Ice, tonic and a slice of pink grapefruit.

What are the Thistle Awards?

“For over 20 years the Scottish Thistle Awards have been recognised as Scotland's tourism industry's Oscars. Organised by VisitScotland in association with the Aberdeen City and Shire Tourism Awards, Highlands and Islands Tourism Awards, HIT Scotland, Scotland Food and Drink, Scottish Licenced Trade Association, Scottish Tourism Alliance and sportscotland, these prestigious awards are without doubt the ones our industry leaders want to receive and have in their trophy cabinet!” – Visit Scotland