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PICKERING'S GIN BAUBLES MEAN BUSINESS

Scottish distillery looks to quadruple both turnover and headcount as it produces 1,000,000 Pickering's Gin-filled baubles for Christmas

Pickering's Gin has unveiled ambitious commercial plans to quadruple its annual turnover, fueled in part by a massive increase in the production of one million Pickering's Gin-filled Christmas tree baubles from its central Scotland distillery.

The distillery completely sold out last year in 82 seconds, shifting 30,000 of the Christmas tree decorations as they became a must have for 2016. The award-winning idea recently scooped the inaugural Scottish Gin Awards "Innovation of the Year" prize, proving that ingenuity is key in the crowded UK Gin market.

This year, the Edinburgh-based company has already quadrupled its staff as it heads for record sales and exports in 2017.

Pickering's has chosen to scale its production by 33 times compared with 2016 volumes to meet global demand for their Pickering's Gin-filled baubles which retail at £30 for a pack of six 5cl measures.

Armed with a fully patented product, the distillery has invested heavily in its production capability by hiring an additional six full time and 19 part-time staff as well as bringing in a custom designed machine to fill the baubles.

Even with growing demand for their gin in export markets like Australia, New Zealand, USA and Asia the distillery has been scaled up without moving from its original home in a former vet school, Summerhall in Scotland's capital.

Matt Gammell, co-founder and head distiller commented: "Last Christmas we very quickly realised how popular our idea had become, and as a result we sold out well before we wanted to.

"We've been gearing up for Christmas 2017 since December last year, and have taken steps to ensure that we are as ready as we can be. We have invested heavily in staff and our technology here at Summerhall, which has enabled us to hit our target of producing one million baubles on site. "

Marcus Pickering, co-founder and head of export added: “Our appeal as a gin-distillery has always been our authenticity. Everything we do happens right here in the heart of Edinburgh and despite this incredible commercial shift for us as a distillery, our production and staff remain here at Summerhall.

“We have already secured deals to stock our product across the UK this Christmas, and we are looking forward to a very busy last few months in the run up to the festive period.”

The Christmas tree decorations have a recommended retail price of £30 for six multicoloured 5cl (or double measure) baubles.

They are now available from bit.ly/buybaubles and from 200+ retailers across the UK, Australia, Denmark and the Netherlands.

Ends

29 September 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 (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

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