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THE BAUBLES ARE BACK!

The *original* gin-filled baubles have been picked and packed for 2017 and now are ready for delivery

A must for all gin fans across the country - the most wanted Christmas tree decoration is back on sale. After huge demand from customers all around the world last year, Pickering's Gin has harvested a bumper crop of their award-winning baubles for 2017.

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.

The Edinburgh distillery made headlines after 30,000 of their gin-filled Christmas baubles sold out in 82 seconds in 2016.

This year Pickering's Gin - based in the heart of Edinburgh – started production of their Pickering's Gin Baubles in January to meet demand, but is expected to, once again, sell out fast.

A pre-order of the Christmas baubles this year to its #Ginfriends mailing list saw the distiller sell 10% of their stock in July, highlighting the extraordinary call for an innovative twist to Christmas tree decorating.

Over the past year the team at Pickering's Gin have been working back-to-back shifts to meet the huge demand from around the world. The baubles have been carefully cultivated and are now ripe and ready for customers near and far.

Matthew Gammell, co-founder of Pickering's Gin commented: "People thought we were mad to set up a distillery in the old animal kennels of the former Edinburgh Vet School in 2013. They thought we were even madder to attempt

filling 20 thousand Pickering's Gin Baubles a day on-site in 2017, but we've gone and done it!"

To make sure this one-off product can't be copied the bauble casing is patented so that their customers are getting something truly unique.

Marcus Pickering, co-founder commented: "The idea for the baubles started in 2014 as a bit of fun for our local Christmas fair, now they're the must-have Christmas decoration. Others may follow but we were most definitely the first to add that gin sparkle to trees around the country.

We seem to have really captured the imagination of the gin lover and our baubles have now become a staple of our distillery. Christmas starts very, very early at Pickering's HQ and we're excited to finally unveil our biggest ever crop of Pickering's Gin Baubles"

Each colourful bauble is filled with a jolly 50ml serving of Pickering's gin, making it a perfect gift for the festive season.

Co-founder Matthew Gammell added: "As well as bringing the baubles back to the UK market we have exported the Gin Baubles to Denmark and Australia to spread the ginny, bauble-shaped merriment.

We are thrilled to once again bring the Original and Best Gin Baubles to the UK and to pastures new overseas".

The baubles will be available online at bit.ly/buybaubles and 200+ outlets around the UK.

Being the original gin bauble the small craft distiller expects to sell out once again this year and urges people to get in fast to avoid any disappointment.

Pickering's Gin Baubles are retailed in a gift pack containing six differently coloured plastic baubles (RRP: £30.00).

For more information or images of the Pickering's Gin or their baubles contact press@pickeringsgin.com.

Ends

XX 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)

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Notes to editors:

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

Facebook: www.facebook.com/Pickeringsgin

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#ginbaubles

#campaignforrealbaubles

#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.

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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.