



## **ENTRY GUIDE**

**DEADLINE FOR ENTRIES: MONDAY 29<sup>TH</sup> APRIL 2019**

**[scottishginawards.co.uk](http://scottishginawards.co.uk)**

**THE SCOTTISH GIN AWARDS IS THE NATIONAL CELEBRATION FOR THE BUSINESS OF GIN. DISTILLERIES OF ALL SIZES ARE INVITED TO COMPETE IN THIS HIGH PROFILE ANNUAL COMPETITION.**

A range of business categories will give an insight into business activity and performance whilst the taste categories give the opportunity for the judging panel to conduct a blind tasting of Scotland's wide range of high quality gins.



## THE CATEGORIES

### BUSINESS PERFORMANCE

Scottish Gin Distillery of the Year

Best Newcomer

Growth Business of the Year

Innovation of the Year

Exporter of the Year

Best Marketing Campaign **NEW CATEGORY**

Excellence in Branding

Best Brand Experience **NEW CATEGORY**

Scottish Gin Destination of the Year

Bar of the Year

Scottish Gin Event of the Year

### TASTE AWARDS

London Dry Gin of the Year

Distilled Gin of the Year

Navy Strength Gin of the Year

Cask Gin of the Year

Gin Liqueur of the Year

Flavoured Gin of the Year\*

*\*The Flavoured Gin of the Year category will be divided into sub categories following entry deadline.  
The sub categories will be decided and allocated by our technical advisory team.*



THURSDAY 10TH OCTOBER 2019

## CELEBRATION DINNER

DOUBLETREE BY HILTON HOTEL  
CAMBRIDGE STREET, GLASGOW

FROM 6:30PM

## BOOK YOUR TABLE NOW

[scottishginawards.co.uk](http://scottishginawards.co.uk)

 Scottish Gin Awards

 @ScotGinAwards

### SCOTTISH GIN DISTILLERY OF THE YEAR



The ultimate award in the competition, this award is open to entry for distilleries of any size which can demonstrate successful performance in the last 12 months.

The Scottish Gin Distillery of the Year will be able to demonstrate outstanding business growth, product diversity and quality, contribution to the community, positive environmental impact, investment in people, collaboration with suppliers and customers and best practices shared across the industry.

#### GUIDELINES

*Entries should include the following:*

- A detailed overview of business success in the last 12 months including full financial statistics and / or trading figures for the last two years and predicted future year figures
- Evidence of key milestones throughout the year such as new investment, new distribution deals or export successes
- Describe the company's approaches to staff development and training, product quality, community contribution, environmental credentials and collaborative relationships with industry peers, suppliers, distributors and customers

### BEST NEWCOMER

Sponsored by



This award will recognise the best performing new gin producer in Scotland. The award is open for entry to new distilleries of any size that have opened for business on or after 1 May 2018.

The best newcomer will be able to demonstrate a fast pace of growth since opening and outline how they have made their mark on the current gin landscape in Scotland. The judges will be looking for a business that has exceptional potential, a clear vision, sound business plan and specific financial targets towards continued growth over the next 12 months.

#### GUIDELINES

*Entries should include the following:*

- Provide an overview of the business including the concept and development of its brand
- Give a detailed overview of business success in the period from opening
- Provide full financial statistics and / or trading figures for the period since opening
- Outline details of product development and the company's strategy for future growth

### GROWTH BUSINESS OF THE YEAR



This award will recognise a distillery or producer which can demonstrate a successful year of business growth. The judges will be looking for evidence of sales success through new product development, entry into new markets, increased distribution or team development.

#### GUIDELINES

*Entries should include the following:*

- Provide an overview of the key business activity in the last 12 months
- Outline the key drivers in the business which have impacted business growth in the last 12 months
- Provide sales statistics for the most recently completed financial year and a comparison to the previous 12 month period
- Provide any other evidence which supports a successful growth strategy

### INNOVATION OF THE YEAR



Innovation demonstrates creativity and the ability to take risks and implement bold solutions into a business. This award will recognise the development of an innovative practice in any aspect of gin distillation, distribution, sales or marketing by a Scottish-based gin producer or company.

The judges will be looking for a bold, unique and brand new method, idea or product. The innovation should be able to demonstrate added value to the business or a solution to a challenge the business has faced either practically or commercially.

#### GUIDELINES

*Entrants should describe the innovation in a written entry including:*

- Background to the innovation and a description of its design, purpose and outcomes
- A description of the business, its products and biographies of the management team responsible for creating and implementing the innovation
- An outline of the risk involved in creating and implementing the innovation as well as any challenges that were overcome
- Evidence of success of the innovation and its positive impact on the business

## BUSINESS PERFORMANCE

### EXPORTER OF THE YEAR

Sponsored by



Scotland is seen internationally as a premium producer of high quality spirits, this award will recognise the exporting performance of a Scottish distillery or producer and its success in securing deals to distribute abroad.

#### GUIDELINES

*Entries should include the following:*

- Provide a description of your export strategy, including participating regions and countries, partners involved in the process and an indication of future plans for export in the 12 month period starting 1 May 2019
- A description of the quantity and volume exported in the most recently completed financial year
- Give evidence of the volume exported in the current financial year and predicted for the year ahead
- Provide evidence of sales success in relevant markets

### BEST MARKETING CAMPAIGN NEW CATEGORY FOR 2019

Sponsored by



This category will recognise a successful marketing campaign to promote and sell a new product or experience in Scottish Gin.

The judges will be looking for a strategic approach to a successful campaign executed by a gin producer or distillery. This could include the launch of a new product or experience, or increasing sales of a product or experience already on the market.

#### GUIDELINES

*Entries should include the following:*

- Provide an overview of the marketing campaign including its purpose, objectives and target audience
- Describe the approach to the creation and execution of the marketing campaign
- Describe the outcomes achieved from the marketing campaign, providing evidence of sales success directly related to the marketing activity carried out

### EXCELLENCE IN BRANDING

Sponsored by



This category will recognise the creation of an effective brand with a creative edge in an increasingly competitive market place.

The judges will be looking for a gin producer or distillery with a unique and innovative brand identity that differentiates itself from others. Entrants should demonstrate how the brand philosophy has been conceived and is implemented throughout the business including in the product creation, packaging, staff training and marketing and communications strategies.

#### GUIDELINES

*Entries should include the following:*

- Describe the foundations of the brand including its vision, mission and core values
- Describe the approach to the creation of the brand and in bringing it to life
- Provide an overview of the approach to packaging and how it plays into the brand identity
- Provide an outline of the brand communication plan and how it contributes to the sales success of the brand

### BEST BRAND EXPERIENCE NEW CATEGORY FOR 2019

Sponsored by



This award will recognise the efforts of marketing teams to create brand experiences which immerse target consumers in a gin brand, building awareness, knowledge and customers. The experience could be in a retail or a festival or event environment in the UK or abroad.

#### GUIDELINES

*Entries should include the following:*

- An outline description of the brand experience including an explanation of the brand concept, design strategy and delivery
- Information relating to marketing, event, digital and PR efforts to enhance the experience directly to the consumer
- Information including the success of the brand activity and its impact on sales

### SCOTTISH GIN DESTINATION OF THE YEAR



As gin continues to be one of Scotland's fastest growing spirits, there are a rising number of new experiences in food and drink tourism. The gin destination of the year will be presented to a business creating an exciting visitor experience that educates the consumer and can demonstrate new revenue streams and further sales success.

#### GUIDELINES

*Entries should include the following:*

- A description of the visitor experience including tourist attractions, tours, tastings, and food and drink experiences available to customers in the last 12 months
- Details of marketing activity aimed at securing visitor numbers and evidence of success in the last 12 month period, including actual visitor numbers
- Evidence of any key achievements or accolades which support the success of the destination

### BAR OF THE YEAR



An increasing number of bars are offering tailored Scottish gin experiences through tastings, food pairings, innovative cocktails as well as specialist and experiential events to educate the customer.

This award will recognise the efforts of a bar or pub making a significant effort to educate the consumer and promote Scottish gin, leading to an engaged customer base.

#### GUIDELINES

*Entries should include the following:*

- Provide an overview of the venue including the key business concept
- Provide an outline of the key activity in the last 12 months
- Describe any activities undertaken to creatively or proactively promote Scottish gin and engage the customer base
- Provide evidence of business success in relation to these initiatives and the promotion of Scottish gin
- Describe the approach to employee engagement and staff training

### SCOTTISH GIN EVENT OF THE YEAR



There are a number of experiential events on offer throughout the year showcasing the best of Scottish gin and providing further education to the consumer.

This award will recognise the efforts of an event organiser or company in the creation of an event or festival that best showcases Scotland's wide variety of gin and contributes to increased visibility of Scottish distilleries and gins to consumers.

#### GUIDELINES

*Entries should include the following:*

- Provide an overview of the background and concept of the event or festival
- Outline the marketing activity to promote the event
- Give evidence of the success of the event including ticket sales, corporate sponsorship and media coverage
- Provide testimonials from producers who have taken part in the event



LONDON DRY GIN  
OF THE YEAR



DISTILLED GIN OF  
THE YEAR



NAVY STRENGTH  
GIN OF THE YEAR



AGED/CASK GIN  
OF THE YEAR



GIN LIQUEUR OF  
THE YEAR



FLAVOURED GIN  
OF THE YEAR\*



GIN OF THE YEAR

This is one of the most coveted awards of the competition, however it is not open for entry.

The winning gin will be chosen by the judges during a blind tasting of the highest performers in each of the above taste categories on judging day.

The Gin of the Year 2019 will be announced at the celebration event on Thursday 10th October.

*\*The Flavoured Gin of the Year category will be divided into sub categories following entry deadline. The sub categories will be decided and allocated by our technical advisory team.*

# KEY DATES

**MONDAY 29<sup>TH</sup> APRIL**

Deadline for Written Entries

**WEDNESDAY 22<sup>ND</sup> &  
THURSDAY 23<sup>RD</sup> MAY**

Product Delivery for Taste Entries

**THURSDAY 10<sup>TH</sup> OCTOBER**

Awards Dinner & Celebration,  
DoubleTree by Hilton Hotel, Cambridge Street, Glasgow



## NEW FOR 2019

# HOW TO ENTER

PLEASE VISIT: [WWW.SCOTTISHGINAWARDS.CO.UK](http://WWW.SCOTTISHGINAWARDS.CO.UK)

## BEFORE ENTERING

- Please contact the awards team at KDMedia for advice on categories and eligibility prior to entry, on 0131 337 6232.
- To enter the competition, all entrants must register as a user at [www.scottishginawards.co.uk](http://www.scottishginawards.co.uk).
- All entries are completed and submitted online using the online entry form.
- A one-off registration fee of £55 will be charged per distillery or company and allows you to enter as many categories as you wish in both taste and business sections. A separate form will be required for each entry.
- You must enter a business category to qualify for the taste competition.
- Please read our terms and conditions of entry.

## THE ENTRY PROCESS

- Please include a summary statement that can be used by the Scottish Gin Awards for PR purposes to promote the entry, as indicated in the entry form.
- Please use appendices for relevant supporting material and evidence such as marketing materials, statistics or financial reports.
- All entries must include company logo in high resolution JPEG, PNG and EPS formats.
- A maximum of 4 high resolution images can be uploaded with your entry, where appropriate.
- All accompanying images, logos and appendices must be uploaded in the online entry using one zipped file which must contain all assets and information to be considered with the entry.
- To create a zipped file, please follow the instructions below:
  - For Microsoft Users – read details [here](#).
  - For Mac users – read details [here](#).
- Once your entry is completed, you will receive an email to confirm your submission. If you do not receive this, please contact us on 0131 337 6232.
- The closing date for business awards is Monday 29<sup>th</sup> April 2019. No late submissions will be accepted.

## PRODUCT DELIVERY

- Please deliver 2 x 70cl bottles or 3 x 50cl bottles of each entered Gin to the Edinburgh Corn Exchange on Wednesday 22<sup>nd</sup> or Thursday 23<sup>rd</sup> May 2019, during the hours of 9.00am and 5.00pm. An event manager will meet you and confirm receipt.

# TERMS & CONDITIONS

- To qualify for the taste categories, you must enter at least one business category.
- In Newcomer of the Year you must also submit a sample of your product.
- Entered gins must be distilled in Scotland.
- Entered gins will have business premises in Scotland and the distilling company must be in possession of an HMRC Distillers License.
- Entered gin must be commercially available, on or off trade, between 1 January 2019 and 31 December 2019.
- Distilleries in planning, home-distillers and other distilleries not meeting these criteria are not eligible and will not be considered.
- Judges may choose to carry out site visits at their own discretion.
- The judges reserve the right to move entries into other categories, to remove categories or create new awards.
- The judges' decisions are final and no correspondence will be entered into.
- By entering the Scottish Gin Awards you give permission for the images included in your submission to be used at the awards ceremony and in the awards marketing materials.
- The information contained in each entry is kept strictly private and confidential unless approval from the entering company is received. All entries must include a summary statement that can be used by the Scottish Gin Awards or KDMedia for PR purposes to promote the entry, as indicated in the entry form.
- Late submissions will not be considered.
- All queries should be directed to KDMedia on 0131 337 6232 or by email to [ginentry@kdmedia.co.uk](mailto:ginentry@kdmedia.co.uk).
- The KDMedia Scottish Gin Awards and the Scottish Gin Awards logo are registered trademarks of KDMedia Ltd registered in Scotland SC244168.



## SPONSORS

### ALDI



Everyday Amazing.

ALDI's 85 stores across Scotland stock some of the finest and best value locally-sourced food and drink. Proud to work with over 80 local suppliers and stock more than 400 Scottish products, ALDI stores in Scotland boast a range that is at least 30% Scottish. From fresh dairy produce and the finest Scotch beef, to eggs laid by Scottish hens and locally grown fruit and vegetables, ALDI source from all over Scotland. By working closely with Scottish producers, ALDI continues to build a range that is recognised for its quality, value and strong provenance credentials.

In 2019, we will endeavour to increase our investment as ALDI celebrates 25 years in Scotland. ALDI is committed to growing in Scotland, opening 8 new stores across the country. Work will continue on the new chill and freezer facilities at the ALDI's Scottish regional distribution centre, providing the infrastructure required to supply even more Scottish products to stores.

ALDI launched their first ever Gin Festival in 2017, introducing new and innovative Scottish gins to their shelves. Since then Scottish gin sales have grown exponentially and ALDI are proud to work in partnership with distilleries across Scotland to support their long term business growth and bring exciting new gin products to market. ALDI is delighted to be a sponsor of the Scottish Gin Awards 2019 for a second year.

### FORTH PORTS



Forth Ports Grangemouth is part of the Forth Ports Group, the UK's 3rd largest port operator.

Forth Ports Grangemouth is Scotland's largest container terminal, handling over 150,000 containers each year, making it Scotland's largest port. Strategically positioned, the Port of Grangemouth connects Scotland with Europe and the rest of the world.

We provide cost effective goods handling, warehousing, storage and portcentric solutions to customers who want to achieve significant savings in logistics costs and improved environmental benefits.

We focus on delivering the right solution for our customers, we consider the entire international supply chain and provide advice and expertise to maximise portcentric benefits.

### FRANKLIN & SONS



Franklin & Sons products were first introduced in 1886 and the Franklin brothers quickly established themselves as experts in creating authentic, high quality recipes made from delicious hand-picked ingredients.

This ethos continues today with the range of premium soft drinks, tonics and mixers. They use only natural flavours, extracts and colours and never include preservatives or sweeteners.

### KIMIA UK



At Kimiauk we are specialists in the packing and distribution of high quality alcohols and neutral spirits. For over 40 years we have been supplying premium grade products to UK and international customers.

We specialise in delivering Neutral Grain Spirit to distilleries all over Scotland and the UK. Our product range also includes Soil Association approved Organic Grain, as well as bulk spirits including Vodka and Rum.

We supply in large bulk tankers, IBCs, drums and cans as well as providing bespoke blending and dilutions to customer's specific requirements.

Our customer's satisfaction is paramount as we look to deliver the highest quality service to reflect our premium products.

MCLAREN PACKAGING



Employing over 150 people and operating across five facilities totalling 180,000 square feet in Central Scotland, McLaren Packaging is a family run company supplying small, independent operators through to large multi-national organisations.

We specialise in the design and manufacture of premium, paper based packaging, to the spirits industry. Applying over 40 years' expertise across a wide range of paper substrates to meet customer requirements, delivering added value for their brands and products.

From high-quality flexographic printing to award-winning shaped composite tubes and rigid boxes, we lead on innovation, quality and service.

ORB VM



Orb VM is a creatively-led design & manufacturing company with offices in Glasgow and London. We specialise in the creation of Unique, aesthetic POS display & Creative branded merchandise for the drinks sector.

No matter what the size of the project, excellent craftsmanship, high-quality design, and attention to detail are essential in all of the work that we do.

Our multi-disciplinary team of designers and marketers are dedicated to building profitable brands and enduring client relationships.

Our mission is to develop the most engaging point of sale that will WOW your target market and ultimately maintain the loyalty of your customers.

We offer the following disciplines:

- Packaging Design & Manufacture
- POS design & Manufacture
- Window Displays
- Travel Retail Furniture
- Free Standing Displays
- Branded Merchandise

RANKIN BROTHERS & SONS



Founded in 1774, Rankin is the UK's local supplier of quality closures for the Beers, Wines, Spirits and Foods packaging industries.

Through the design and performance of our products, we help premiumise aspiring Brands and add value to local tastes & flavours.

Our offer extends from natural cork, to micro agglomerate, synthetic or Nature, to T Top Stoppers, wire hoods, screw caps, crown aps, cask bungs, keg caps, capsules In T<sup>in</sup>, Poly laminate, PVC & PET<sup>1</sup> and to heatshrink tamper evident sleeves.

Rankin is the custodian of 4,500 acres of cork forestry in Portugal; managing cork supply from 'acorn to bottle'.

We are delighted to support the Scottish Gin Awards and we look forward to playing our part in the ongoing development and success of our 'local' spirits industry.

VETROELITE



VETROELITE is an Italian company designing and distributing an exclusive and premium collection of glass bottles and decanters to the wine and spirit industries. Priding ourselves on our high level of quality, we offer an unrivalled flexibility of service and constant availability of product.

Our philosophy at VETROELITE is:

- to provide exceptional quality and first class support and customer service to all of our customers, regardless of size or scale.
- to take projects from concept to completion while offering a very personal, bespoke service, tailored to our customers needs.
- to provide a complete package for our customers, from glass, to decoration, through to closures, and offering this package for either high volume or limited edition runs.

At VETROELITE we fully understand the pride and passion that our customers put into their product, which is why our local team will put the same pride and passion into your glass packaging projects.

WOLFFE

Wolffe

BRAND & COMMUNICATION DESIGN

Wolffe is a boutique brand design and innovation agency that was founded by Andrew Wolffe in 1998.

We help create vivid, memorable brand personalities by way of visual identity and style, and distinctive tone of voice. But we go further; by way of immersive, exploratory innovation workshops and dynamic tools, we help create new brand offerings, whether they be initiatives, exhibits, products, services or portfolios. We deliver: strategy services; brand design and creative services; and innovation and product design.

All our clients benefit from our unstinting desire to do better; our tried and tested innovation techniques, and our well informed brand thinking, our intelligent creative solutions and strong service ethic.

We are a sophisticated consultancy dedicated to maximising a brand's potential. We're pioneering in our 360 degree approach. We sail, silver shining, in an azure blue ocean. Come on board and transform your brand.

The sky's the limit.

Get in touch to find out how we can help your business flourish [www.wolffedesign.com](http://www.wolffedesign.com)



[scottishginawards.co.uk](http://scottishginawards.co.uk)



**VETRO***elite*  
GLASS CULTURE

**KDMedia**<sup>+</sup><sub>TM</sub>

**Wolffe**

BRAND & COMMUNICATION DESIGN