



## ENTRY GUIDE

**Registration Deadline: Tuesday 16<sup>th</sup> July 2024**

**WEDNESDAY 30TH OCTOBER 2024**

Awards dinner and celebration at the DoubleTree Hilton, Glasgow

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

**FOLLOW US ON SOCIAL MEDIA:**



[@ScotGinAwards](https://twitter.com/ScotGinAwards)



[@scottishginawards](https://www.instagram.com/scottishginawards)



[Scottish Gin Awards](https://www.facebook.com/ScottishGinAwards)



[Scottish Gin Awards](https://www.linkedin.com/company/ScottishGinAwards)

## CONTENTS

**ABOUT THE SCOTTISH GIN AWARDS** →

**KEY DATES** →

**CHARITY PARTNER** →

**TASTE CATEGORIES** →

**BUSINESS CATEGORIES** →

**JUDGING PANEL** →

**HOW TO ENTER** →

**TERMS & CONDITIONS** →

## CONTENTS

# ABOUT THE SCOTTISH GIN AWARDS

The Scottish Gin Awards is the national celebration for the business of gin. Distilleries and companies of all sizes are invited to compete in the independent competition which recognises and rewards people and teams working across Scotland's gin distilling sector. The competition combines written submissions in a business section and includes a wide ranging blind tasting competition.

The business awards will be presented to highlight the performance of Scotland's gin distillers in a range of categories covering branding, tourism, innovative business practices and the ultimate distillery of the year of the award with a strong emphasis on sustainability.

In the taste competition, Gold, Silver and Bronze Awards will be presented to the top three products achieving the highest marks.

Following a number of requests from Scottish distillers and producers, we are delighted to be presenting the Scottish Rum Awards for the first time in 2024.

The awards will be assessed on the same day as the Scottish Gin Awards under the same strict, live tasting conditions by an expert judging panel. The winners will be announced in a featured presentation at the same event as the Scottish Gin Awards.

For further information, visit [www.scottishrumawards.co.uk](http://www.scottishrumawards.co.uk)

Created and operated by Edinburgh based events company KDMedia, the Scottish Gin Awards celebrates innovation and excellence in gin distilling in Scotland and showcases Scotland's wide range of high-quality gins

**The event is the largest social gathering of the gin business in Scotland.**

CONTENTS

## KEY DATES

### TUESDAY 16TH JULY 2024

Deadline for Written Entries

### FRIDAY 16TH AND MONDAY 19TH AUGUST 2024

Product Delivery to the O2 Academy Edinburgh

### WEDNESDAY 30TH OCTOBER 2024

Awards Dinner and Celebration at the DoubleTree Hilton, Glasgow

---

## OUR CHARITY PARTNER



The Scottish Gin Awards supports The BEN, the Benevolent Society of the Licensed Trade of Scotland. The BEN supports people of all ages who have worked in the licensed trade for at least three years full-time with beneficiaries receiving annual financial assistance as well as discretionary grants for emergency situations.

As well as financial support, the charity also operates the picturesque BEN Pitlochry Estate on the banks of the River Tay, consisting of 18 bungalows which are rented at subsidised rates for eligible residents.

In 2022 the BEN introduced a cost of living grant for those working within the trade who were finding difficulties with the increased prices for food and fuel. If you work or have worked in the trade and need financial help contact the BEN.

[www.bensoc.org.uk](http://www.bensoc.org.uk)

**Charity Number: SC005604**

---

**CONTENTS**

# TASTE CATEGORIES

Entries are invited in the 11 categories below.

Some categories may be split into sub-categories due to the diverse nature of the products entered in the competition.

In each category, the top three products will be presented with Gold, Silver and Bronze Medals.

Some categories may be split into sub-categories or joined into one larger category due to the diverse nature of the products entered in the competition.

---

**LONDON DRY GIN OF THE YEAR**

**DISTILLED GIN OF THE YEAR**

**HIGH STRENGTH GIN OF THE YEAR**

**FLAVOURED GIN OF THE YEAR**

**CITRUS GIN OF THE YEAR**

**HERB & SPICE GIN OF THE YEAR**

**PINK GIN OF THE YEAR**

**OLD TOM GIN OF THE YEAR**

**GIN LIQUEUR OF THE YEAR**

**FESTIVE GIN OF THE YEAR**

**CASK GIN OF THE YEAR**



CONTENTS

## BUSINESS CATEGORIES

SCOTTISH GIN DISTILLERY OF THE YEAR

BEST NEW PRODUCT OF THE YEAR

GIN TOURIST DESTINATION OF THE YEAR

EXCELLENCE IN PACKAGING

EXCELLENCE IN BRANDING

## CONTENTS

# BUSINESS CATEGORIES

## SCOTTISH GIN DISTILLERY OF THE YEAR

The ultimate award in the competition, the Scottish Gin Distillery of the Year award will be presented to a distillery that has demonstrated an outstanding year of business.

The judging panel will be looking for a distillery that has demonstrated exemplary sustainable practices and will also take into consideration product development and quality, contribution to the community, investment in people, collaborative relationships with suppliers and customers and best practices shared across the industry

## ENTRY CONTENT

- Describe the key achievements of the distillery in the last 12 months
- Describe measures you have taken to become a more sustainable distillery in the past 12 months and how you promote an sustainable culture
- Describe your approach to ensure and maintain product quality
- Provide information on distribution channels and sales success in the last 12 months
- Describe your approach to staff development, support and training over the last 12 months
- Describe any new initiatives, collaborations or partnerships undertaken in the last 12 months not covered in above

## CATEGORIES

**CONTENTS**

## **BUSINESS CATEGORIES**

### **BEST NEW PRODUCT OF THE YEAR**

This award will recognise the best new gin product in Scotland. The award is open for entry to new products that have launched in the last twelve months.

This category will involve the judging of the branding, packaging, promotion, and taste and assessments will be carried out by the business and taste panel.

Please deliver 12 x 250ml cans or 2 x 70cl or 3 x 50cl to the O2 Academy Edinburgh between Friday 16th and Monday 19th August 2024, during the hours of 9.00am and 4.00pm. Please let it be known and label your products 'Best New Product of the Year'.

### **ENTRY CONTENT**

- Describe the creative brief behind the product, its aims and objectives
- Describe the development of the product
- Describe the launch activity in relation to the new product
- Provide an overview of the sales success of the products since launch

**CATEGORIES**



## CONTENTS

# BUSINESS CATEGORIES

## GIN TOURIST DESTINATION OF THE YEAR

This award will be presented to a business creating an exciting visitor gin experience that educates, entertains, and informs the visitor about the development of Scottish gin. This category is open to distilleries and visitor attractions with a focus on gin.

## ENTRY CONTENT

- Describe the visitor experience on offer
- Describe the marketing strategy to attract and drive tourist visitors to the destination
- Give details of any partnerships, events or educational initiatives carried out
- Give examples of any reviews and customer testimonials received

## CATEGORIES

## CONTENTS

# BUSINESS CATEGORIES

## EXCELLENCE IN PACKAGING

This category will recognise Scottish Gin producers' efforts to develop new eye catching and distinctive packaging. The judges will be looking for a creative insight into the launch of a new product.

Please deliver 12 x 250ml cans or 2 x 70cl or 3 x 50cl to the o2 Academy Edinburgh on Friday 16th or Monday 19th August 2024, during the hours of 9.00am - 4.00pm. Please let it be known and label you products ' Excellence in Packaging'

## ENTRY CONTENT

- Describe the creative brief behind the product, its aims and objectives
- Describe the approach to the promotion including plan and execution
- Describe the outcomes achieved from the marketing campaign

## CATEGORIES

## CONTENTS

# BUSINESS CATEGORIES

## EXCELLENCE IN BRANDING

This category will recognise a brand with a creative edge that is implemented throughout the business including in the product creation, packaging, staff training and marketing and communications plans.

### ENTRY CONTENT

- Describe the brand and give details of its vision, mission and core values
- How was the brand created and brought to life?
- How is the brand reflected in the product packaging?
- How do you communicate your brand to the consumer?

## CATEGORIES

## CONTENTS

## JUDGING PANEL

The Scottish Gin Awards judging panel is an independently appointed panel.

The panel is the largest and most experienced gin judging panel to meet in the UK and consists of industry experts from the gin sector who bring together experience, market knowledge and distilling expertise.

View the judging panel [here](#)



## CONTENTS

# HOW TO ENTER

Please visit: [www.scottishginawards.co.uk](http://www.scottishginawards.co.uk)

## BEFORE ENTERING

- 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 entry form provided
- A one-off non-refundable registration fee of £82 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
- Please read our terms and conditions of entry

## PRODUCT DELIVERY

### TASTE CATEGORIES

- Please deliver 2 x 70cl or 3 x 50cl bottles of each entered gin to the O2 Academy Edinburgh between Friday 16th and Monday 19th August 2024, during the hours of 9.00am and 4.00pm. An event manager will meet you and confirm receipt.

### BUSINESS CATEGORIES

## BEST NEW PRODUCT OF THE YEAR EXCELLENCE IN PACKAGING

- Please deliver 12 x 250ml cans or 2 x 70cl or 3 x 50cl to the O2 Academy Edinburgh between Friday 16th and Monday 19th August 2024, during the hours of 9.00am and 4.00pm. Please let it be known and label your products for the business categories you have entered them into.

## CONTENTS

# HOW TO ENTER

## 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. Please attach to the entry as indicated
- A maximum of 4 high resolution images can be uploaded with your entry, where appropriate
- All taste entries must include a clear pack shot image of the product with a white or transparent background
- All accompanying images and appendices must be provided using a Dropbox link which must contain all assets and information to be considered with the entry. Please enter the link in the relevant section of the entry form
- To create a Dropbox Account, please follow the instructions [here](#)
- To create a Dropbox Link, please follow the instructions [here](#)
- The closing date for business awards is Tuesday 16th July 2024. No late submissions will be accepted

## CONTENTS

# TERMS & CONDITIONS

- Entered gins must be distilled in Scotland.
- Entered gin must be commercially available, on or off trade, between 1 January 2023 and 31 December 2024.
- Registration fees paid will not be refunded in any circumstances.
- The judges and KDMedia Ltd reserve the right to move entries into other categories, to remove categories and to 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 any 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 the release of any content in the entry is approved by the entering company in advance.
- Late written submissions will not be considered.
- All products registered in the competition by deadline must be delivered on time and during the delivery dates announced.
- Any registered product arriving late may not be accepted. It will only be entered at the discretion of the Event Director and subject to an administration fee of £50 per product.
- Any product which is delivered and without registration fees paid will not be accepted without a late registration fee of £125.
- Products will not be returned following delivery.
- Any surplus unopened product will be retained and sold or donated with proceeds going to charity.

All queries should be directed to KDMedia by email to [info@kdmedia.co.uk](mailto:info@kdmedia.co.uk)

The Scottish Gin Awards is a registered trademark of KDMedia Ltd registered in Scotland **SC244168**



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