Celebrate with the Gin Guild at the Annual Gin Industry Dinner and Guild Spring Installation

Guildhall, City of London
Wednesday 8 May 2019
Welcome

A warm welcome to all members of the Gin Guild and their guests and other industry members to our annual Gin industry dinner. We are delighted once again to be holding this event in the Old Library of Guildhall.

The magnificent Guildhall is the home of the trade Guilds that were established in medieval times in order to regulate the crafts and skills of the businesses that flourished in the City of London at that time, and also to encourage and oversee apprenticeships in those crafts.

This is therefore a very appropriate venue for us in which to be celebrating the revival of the gin industry.

We are very proud that the Gin Guild continues to grow. Including those members to be installed here this evening, who of course represent, in turn, their companies and many hundreds more of their gin industry colleagues, we now number over 330.

I am delighted that there are so many Gin Guild members and their guests joining us here tonight, alongside other industry representatives, in what continues to be the biggest exclusive gathering of key gin industry players, allowing for extraordinary networking. This has in turn already spawned a number of co-operative ventures and some very useful peer-to-peer support, which newer industry members in particular have found very valuable.

Among our distinguished guests this evening is Martin Riley, the Master of the Worshipful Company of Distillers, the Livery company that is the parent company of the Gin Guild. He should of course should feel very at home, having been my predecessor as Grand Rectifier.

We are also delighted to welcome Tom Sandland, IWSC Spirit Communicator of the year 2018. Tom is a leading drinks expert, writer and performer and half of The Thinking Drinkers troupe, whose sell-out drinks-based show has played at the Edinburgh Fringe and the Soho Theatre, London.

Gin is a wonderful example of how skills are being developed and employed in the craft of distilling. Innovation and experimentation from a new generation of distillers is complementing the established skills and experience of those distillers who have been producing exceptional gins for many years.

Unprecedented consumer interest in the gin category continues, both in the UK and worldwide. The diversity of the varying profiles and category extensions continue to bring commercial success.

The Gin Guild exists to promote excellence in distilling, in marketing and the (responsible) ‘drinking experience’ itself. The Gin Guild exists to promote excellence in Distilling, in marketing and in the (responsible) drinking experience.

The Gin Guild is uniquely placed to represent a large number of players in the market and to help to ensure that the category continues to flourish and evolve whilst maintaining high standards and the integrity of the category.

The significant growth in the number of distilleries producing gins means that there are now a growing and often confusing number of gin styles and tastes to navigate. The new Gin–Note initiative, launched by the Guild, designed to help distillers promote their gin by reference to the flavour (and not just by reference to price or packaging) is still in its early deployment but is already getting traction and attracting very favourable commentary. The combination of a simple graphic and text is designed to allow consumers, retailers and bar owners to benefit from a consistent approach to describing taste and flavour in gin.

The guidance is prepared by brands themselves using a fixed and consistent framework, alongside their own branding descriptions, to inform, educate and guide those seeking to explore the category. For the latest profiles see https://www.theginguild.com/the-ginopedia/gins-with-gin-note/

Our Ginposium (tickets still available for 7th June), plays a key role in helping to build the category and in maintaining high standards. The Ginposium will be an opportunity for the sharing of all matters relating to the knowledge and understanding of Gin.

I take this opportunity once again to thank Nicholas Cook, the Director General of the Guild, for his tireless efforts in promoting the Gin Guild and working in the interests of its members.

May I take the opportunity to blow the Diageo trumpet and to celebrate the extraordinary achievement of Gordon’s it celebrates the 250th birthday of that iconic Gin brand.

I can only hope that all of our members, invigorated by the current gin revival, have as much longevity and success, and that the category goes from strength to strength.

Finally, I would like to take this opportunity to thank our caterers, Party Ingredients for their customary good humour and forbearance in enabling the conspicuous consumption of gin required by those gathered here tonight in such a professional manner and of course Guildhall, for the privilege of being allowed to use such a prestigious venue and for their assistance in helping us to organise this our annual industry dinner. I wish you all a very convivial and enjoyable evening.

Ed Pilkington
Grand Rectifier
**THE EVENT**  Celebrate with the Gin Guild at the Annual Gin Industry Dinner and Guild Spring Installation

**THE VENUE**  Guildhall, City of London, 71 Basinghall Street EC2V 7HH

**DATE & TIMING**

**Wednesday 8 May 2019**

**6.15 for 6.45**  Welcome G&T, with various gins for your appreciation, drawn from the legendary Guild bar. This is a showcase of gins from our Founder Wardens, and from new members who joined the Guild in October 2018 and from those who are joining at the Spring Installation, and new products from existing members that have been launched in the last twelve months.

In celebration of their historic 250th birthday and recognition of this enduring sales leading brand, a team from Gordons's will also be providing cocktails and demonstrating an exemplary serve.

**6.45 7.15**  Installation of new Guild members. During which time the bars will be closed.

**7.15 -7. 45**  The Guild bar and the cocktail bar reopen.

**8.00**  Dinner

After dinner the Guild bar will (time permitting), reopen for a nightcap by way of a *Gordon’s Signature Birthday Serve*. In celebration of its industry achievement and longevity, in its 250th year of production.

All attendees should vacate the premises by 11 pm.

Meal variations only apply where requested at the time of booking.

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**WELCOME**

Ed Pilkington  
The Grand Rectifier

**GRACE**

Nicholas Cook,  
Director General

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**STARTER**

Gin and Line Cured Gravadlax  
Courgette Flower with Lobster Mousseline, Coriander, Lime and Chili Salsa  
*Or* (vegetarian option)  *Chargrilled Asparagus*  
Courgette Flower with Sun blushed Tomato Mousseline, Coriander, Lime and Chili Salsa  
*Nutbourne, Sussex Reserve 2016*

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**MAIN COURSE**

Roast Saddle of Lamb  
Spring Vegetable, Spinach and Hazelnut timbale, Pinot Noir Reduction, Minted Jersey Royals  
*Or* (vegetarian option)  *Mushroom and Feta Cheese Galette*  
Summer Vegetable, Spinach and Hazelnut Timbale, Pinot Noir Reduction, Minted Jersey Royals  
*Chateau La Baronne, Corbières 2016*

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**DESSERT**

Strawberry and Champagne Frappé  
Elderflower Sherbet, Millionaire’s White Chocolate Finger  
*Or* Fresh Fruit  
*Or* Cheese  
*Pinksters, Wild Bullace And Quince fruit liqueur*

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**TO FINISH**

Fairtrade Coffee  
A selection of Tea and Infusions  
Handmade Chocolates and Sweet Meats

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**The Queen**

Ed Pilkington  
The Grand Rectifier

**Introduction of guest speaker**

Ed Pilkington, Grand Rectifier

**Guest Speaker**

Tom Sandland  
IWSC Spirit Commentator of the year (2018)

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**Stirrup cup at the bar**

Gordon’s Gin and Tonic
Exclusive to Guild members and their guests.

The Autumn Mansion House installation is an occasion to remember. For those who have not experienced a City of London formal function with the traditions and ceremonies of the City of London and of both the Gin Guild and the Worshipful Company of Distillers, it is an unforgettable experience.

The Gin Guild installation is held in the late afternoon, before the Board of the Gin Guild, in The Old Ballroom at The Mansion House, in front of invited guests and colleagues and Guild members.

After the ceremony, members of the Guild old and new and their guests share in a gin bar. They are able to sample the spirit alongside the conviviality of Guild membership.

In early evening the group then joins the Worshipful Company of Distillers, its members and their guests, at their formal reception in the reception hall.

After the reception all take their places for the Banquet (a formal dinner) in the world famous banqueting hall, the Egyptian Room (pictured).

Please contact nicholas.cook@theginguild.com for more details and reservations. A full brochure is available for this event on request.

GUEST SPEAKER

**Tom Sandland** – IWSC Spirit Communicator of the year 2018 – he is also half of The Thinking Drinkers - http://www.thinkingdrinkers.com

Tom (as is his colleague Ben McFarland), is a leading drinks expert, writer and performer. Both write regularly for a wide range of consumer and specialist magazines, including Jamie Oliver Magazine, The Guardian, Independent on Sunday, The Daily Telegraph, Imbibe, Draft Magazine and Time Out. Their sell-out drinks-based show has played at the Edinburgh Fringe and the Soho Theatre, London.

Tom is the successful author of World’s Best Cocktails and an expert on all kinds of spirit drinks. He is co-author (with Ben), of Thinking Drinkers: The Enlightened Imbiber’s Guide to Alcohol.

EVENT MIXERS

Tonight the event mixers will be supplied by Merchant’s Heart.

Merchant’s Heart is a range of seven spirit enhancers - the next big thing in premium mixers. The range includes Tonic Water, Light Tonic Water, Pink Peppercorn Tonic, Floral Aromatics Tonic, Hibiscus, Ginger Ale and Soda Water. The spirit enhancers are designed to bring out the great flavours in premium spirits - enhancing, not masking the carefully crafted botanicals and flavours. Merchant’s Heart is all about flavour - creating great tasting mixed drinks with a unique range of liquids.

Merchant’s Heart has been co-created with world leading bartenders, and their guiding philosophy of Bikan Yuso (a sense of beauty and playful imagination) touches everything they do.

https://www.merchantsheart.co.uk

Advance Notice

Gin Guild Autumn Installation and Worshipful Company of Distillers Banquet

Mansion House, London
Friday 11 October 2019

Exclusive to Guild members and their guests.

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Please contact nicholas.cook@theginguild.com for more details and reservations. A full brochure is available for this event on request.
**Grand Rectifiers**  
Ed Pilkington (2017-2019)  
Christopher Hayman (2012-2015)

**Gin Guild Lifetime Achievement Awardees**  
Charles Maxwell (October 2014)  
Thomas Nichol (May 2015)  
Desmond Payne (October 2015)

**Director General**  
Nicholas Cook

**Gin Guild Board**  
Dr Anne Brock  
Christopher Hayman (Board Chairman)  
Justin Hicklin  
Jim Long  
Charles Maxwell  
Martin Riley  
Dan Szor  
Nicholas Cook (Company Secretary)

**Founder Rectifiers**  
Dr Anne Brock  
Louise Ryan  
Edward Pilkington  
Aly Martin*  
Bacardi Global Brands  
Chivas Brothers/Pernod Ricard  
Diageo Brands  
William Grant & Sons

*Founder Rectifiers are subject to swearing Guild oath.

**Warden Rectifiers**  
John McCarthy  
Adam Wallis  
Duncan Baldwin  
Ben Ellesfen  
Philip Whitwell  
Christian Jensen  
Jason P Barrett  
Michael Kain  
Kathy Caton  
Peter Martin  
Mark Harvey  
Guy Martin  
Greg Hull  
Robert Russell  
Daniel Szor  
Jonathan Engels  
Jon Chadwick  
Lee Katrucin  
Sebastian Heeley  
Alexander Wolpert  
Claire Battault  
Stephen Marsh  
Simon Fairclough  
Ian Spooner  
Stephen Gould  
Eugenio Brotons  
Will Edge  
Alex Griffiths  
James Stocker*  
Christopher Hayman  
Jonathan Hobbs*  
Lucy Beard  
Simon Buley*  
Xavier Baker  
Marcin Miller  
Miika Liiinen  
Paul Currie  
Adnams/Copper House  
Alcohols Ltd/Palmers 44  
Angus Dundee  
Atom Brands  
Batch Brew  
Bermaydsey Distillery / Jensen  
Black Button Distilling  
Bramley & Gage/6 O’Clock  
Brighton Distillery  
Brokers  
Chapel Down  
City of London Distillery  
City of Manchester Distillery  
Copper Rivet Distillery  
Cotswolds Distillery  
Crossbill Distilling  
Dundee Distillery  
Durham Distillery  
Drinks of Manchester t/a Manchester Gin  
East London Liquor Co  
Gabriel Boudier  
Gimmeister /Pinkster  
GlenShee Craft Distillers  
Global Ethics Liquor Co  
Golden Moon Distillery  
González Byass SA/London No.1  
Greensand Distillery  
Griffiths Brothers Distillery  
Halewood Wine & Spirits / Liverpool Distillery  
Hayman Distillers  
Hobbs of Henley  
Hope on Hopkins  
Inver House Distillery/Caorunn  
Isle of Wight Distillery  
Kyoto Distillery  
Kyro Distillery  
Lakes Distillery  
Alex Parker*  
London & Scottish Int/Juniper Green  
Jean-Sébastien Robicquet  
Karl Mason  
Sven Ivanov  
Robert Cassell  
Stig Barendsten  
Mark Hird  
Joanne Moore  
David Boyd-Armstrong  
Baron Jacob Ehrenkrona  
Marcelino Piquero  
Ian McCulloch  
Sam Galsworthy  
Tarquin Leadbetter  
Neil Boyd  
Mike Carly  
Henric Molin  
Vince Wilkins  
Thomas Steinhardt  
Charles Maxwell  
Simon Ford  
Jamie Baggott  
Killian O’Sullivan  
Matthew Polli  
William Flostad  
Mark Gamble  
Tom Warner  
William Wemyss  
Jonathan Clark  
Alex Robson  
Toby Whittaker  
Michael Claessens*  
Nick Browne*  
London & Scottish Int/Juniper Green  
Maison Villevert/G’Vine  
Mason’s  
New OU Distillery  
New Liberty/Millstone  
OSS Craft Distillery  
Poetic License  
Quintessential/G&J distillers/Greenalls  
Rademon Estate Distillery  
Reformed Spirits/Martin Miller’s  
Sánchez Romate Hnos/Fifty Pound  
Silent Pool Distillery  
Sipsmith  
South Western Distillery/Tarquin’s  
Spencerfield Spirits/Ian Macleod/Edinburgh Gin  
Spirit of Harrogate  
Spirit of Hven Backfallsbys  
Spirit of the Lakes/Bedrock  
Steinhart Distillery  
Thames Distillers  
The 86 Co/Ford’s  
The British Honey Co  
The London Distillery  
Three Fingers Distillery  
Unesi Dist/Mombassa  
Union Distillers/Two Birds  
Warners Distillery  
Wemyss Vintage Malts  
Wessex Distillery  
West End Drinks/King of Soho  
Whittaker’s  
Willem Barentsz  
W. Nicholson & Co

*Pending Oath
Pre Dinner at the Gin Guild Bar
Pre and post installation, refreshing G&T’s are available.

Installations to The Gin Guild on 8 May 2019 & Member Citations

Installations as Founder Warden
- **Louise Ryan** - For Chivas Brothers/Pernod Ricard
  Louise Ryan is Managing Director of the Gin Hub at Pernod Ricard. The Gin Hub, which is based in London, is responsible for the development of Pernod Ricard’s portfolio of International Gin brands – Beefeater, Plymouth & Seagram’s (outside of the USA). Louise was previously Managing Director for Pernod Ricard’s domestic business in Ireland and joined the Gin Hub in July 2018.

Installations as Wardens

**Senior representatives of a brand owner**
- **Philip Whitwell** - Batch Brew
  Mark formed Batch Brew in 2011, initially to make and sell beer (which I understand is another alcoholic drink). In 2014 they obtained a distillers and rectifiers licence and proceeded to develop their first gin. The company has grown at a fast rate and in December 2017 were the Craft Gin Clubs release requiring a scaling up to 20,000 bottles. They pride themselves on innovation. Batch Industrial gin won Double Gold and Best Gin at the San Francisco Wines & Spirit Competition. Exports include to USA, Canada China and Italy.

- **Mark Harvey** - Chapel Down
  Mark moved from Moet Hennessy to Chapel Down in 2015 as managing director for wine and, noting the opportunity to develop a gin linked to the winemaking heritage, in 2017 brought to market Chapel Down Bacchus Gin. This gin utilises Bacchus grape skins, an aromatic grape variety cited as England’s answer to Sauvignon Blanc, has been well received, winning awards, and can be seen on the shelves of many national retailers. Their bottle design has also been widely acclaimed. January saw the opening of the Chapel Down Gin Works at King’s Cross London presenting English Food & Drink alongside a working demonstration gin still.

- **Sebastian Heeley** - Drinks of Manchester t/a Manchester Gin
  From inception in 2016 in his dining room, Sebastian has grown a brand that has expanded from a small distilling operation in his dining room yet which was still able to produce over 25,000 bottles and win awards including double gold, gold, and two silver medals from San Francisco, a gold and silver from IWSC, the and two gold medals from the Spirit Masters. The company is now relocating the distillery into the heart of Manchester offering tours and consumer education, including the chance for consumers to make their own gin.

- **Ian Spooner** - Global Ethics Liquor Co
  One Gin hails from the One brand – best known for One Water - which was created to tackle the global water crisis and has raised over £19m for life-changing water projects. Former One Water marketing director Ian Spooner founded One Gin to continue this mission. With its key botanical of fresh sage, it launched on World Water Day 2017, and won an IWSC Gold, before moving into grocery, national retail and premium on-trade.

- **Jamie Baggott** - The British Honey Company (Keepr’s)
  Jamie is an international award-winning distiller with a magical touch. He has over a decade of experience in the creation and distillation of award-winning spirits including Gin, Vodka and Whiskey. He has won over 50 gold standards, not to mention numerous other awards. He achieved the Masters Award at the World Gin Masters in 2015.
  His background includes starting at William Chase, creating a spirit portfolio for Globally Renowned Chef Heston Blumenthal, an award-winning stint as Master Distiller at Ballykeefe Distillery and then a period at Alcohols working with Robert Dorset. Working with Guild member Union Distillers, their product range includes the award winning 1606 London Dry Gin. They have a 1000 litre still on their Oxfordshire bee farm.

Founder Nominated Rectifiers

**Rectifiers nominated by the Guild’s Founders Members**
- **Anita Robinson** - Diageo
  Anita has over 20 year’s experience in marketing beer and Spirits and is currently the Gin, Vodka and Rum category Director for Diageo Europe. In the last two years she has led the marketing across Europe for the Gordon’s and Tanqueray brands, now accounting for 50% value share of the UK gin market, including the launch of Gordon’s Premium Pink Distilled Gin and Tanqueray Flor de Sevilla Gin. Importantly, these innovations are recruiting a new generation of gin drinkers and
expanding the appeal of the gin category. This will be an exciting year for Gordon’s as it is celebrating 250 years of distilling gin.

- **Mark Jarman** - Diageo
  As Global Head of Gordon’s, Mark has the honour of looking after one of the industry’s original brands, the world’s favourite gin, which is celebrating its 250th anniversary this year. A passionate fan of gin, he is proud to be overseeing the brand’s rejuvenation which has seen a growth of 2 million cases in the last two years of his tenure.

### Warden Nominated Rectifiers

**Internal senior corporate appointments for those directly associated with a Warden Company**

- **Oliver Sanderson** - Batch Brew
  Oliver took over at Batch Brew as head distiller in 2016, managing production of their signature gin and started his Master Distiller qualification with the IBD in 2018. He has developed 12 gin recipes since starting, including Batch Industrial gin which won the Gold and Best Gin at the San Francisco Wines & Spirit Competition.

- **Josh Donaghay-Spire** - Chapel Down
  Josh has played a pivotal role in the development and success of Chapel Down Bacchus Gin. He heads up the team as head winemaker and is largely responsible for developing the Bacchus grape skin element of the company’s gin, bringing intense citrus aromas and herbal finish. He is also working on other spirits which are shortly to join the portfolio.

- **Andrew Griffiths** - Griffiths Brothers Distillery
  Andrew is the second half of the family business that is Griffiths Brothers Distillery. With their vacuum distillation process they have created distinctive contemporary gins of high quality. Other than the UK market they have already exported globally from Australia to the islands of Mustique in the Caribbean.

- **Milo Walker** - W. Nicholson & Co
  Milo is a direct descendant of the Nicholson family of distillers, who began distilling gin in Clerkenwell, London, in 1736 and became one of the great distillers of the Victorian age. Milo is following in the footsteps of his father, the late Tim Walker, a Warden of this Guild.

- **Tim, together with his cousin Nicholas Browne, revived the historic brand in 2017. The installation of Milo today, has particular importance and significance as it is the anniversary of Tim’s passing and thus is a very fitting tribute to his memory.

- **Stephanie Elzinga** - The British Honey Company (Keppr’s)
  An experienced sales professional with more than 11 years’ experience managing the sales and marketing of gin for global recognized gin brands such as Bombay Sapphire, prior to seeding and establishing Keppr’s honey infused premium gins into the UK market this year in her new role as Director of Sales for the British Honey Company. Stephanie’s experience in various sales roles across the years has seen her play an integral part in the education & sales of gins in both the on and off trade sectors within the UK market.

### Rectifiers sponsored and nominated by Wardens

- **Jessica Simmonds** - Atom Brands
  Jessica began working with Master of Malt in 2015. She progressed to shipping support for the Maverick Drinks expansion into global exports and was instrumental in assisting in opening new routes to market for Bathtub Gin in both Europe, North America, Asia, Global Travel Retail and Australasia. Jessica was responsible for building out Maverick’s initial shipping and logistics resource which saw Bathtub Gin expand distribution from ten to thirty markets in 18 months; over this period Bathtub Gin accounted for over 50% of Maverick Drinks export sales; with a growth rate of +500%, an outstanding effort that was recently recognized with the Queen’s Award for Enterprise for Outstanding Growth in International Trade. Moving into export sales in the role of Regional Sales Executive for Europe for Atom Brands; Jessica has been responsible for the successful launch of The Boutique-y Gin Company across Europe and managing the expansion of Atom Brand’s gin portfolio into a further 15 European markets.

- **Mal Spence** - Atom Brands
  Mal Spence's journey into the spirits trade began as a bartender in Glasgow. His expertise and influence was recognised with several awards and accolades; including two wins as Scottish Licensed Trade News Mixologist of The Year and winner of the Best Cocktail Bar for the Kelvingrove Cafe at the Scottish Bartenders Network Awards in 2013.
  His ground-breaking work at the iconic Blythswood Square Hotel, winner of Class Magazine Best Bar Menu Award in 2011, placed classic gin cocktails at the centre of their award-winning menu offering; with an emphasis on bringing back the Gin Daisy.
  Mal joined Atom Brands in 2017 as European Portfolio Ambassador; a role in which he successfully launched Bathtub Gin across Europe, following which he was appointed Global Head of Advocacy, and it is in this role that Mal continues to set the benchmark for global gin advocacy messages.

- **Liz Thomas** - Atom Brands
  Elizabeth Thomas joined Atom Brands in 2018 to set up The Boutique-y Gin Company’s Bespoke gins program. The vision behind the program was to empower customers Atom Brands with the ability to create their very own Boutique-y Gins. Liz’s first Bespoke Gin was a gin launched for the Royal Marines; a gin named the Commando Spirit, that was created from botanicals carried by Marine recruits on their gruelling 30-mile speed march across Dartmoor, profits from which were shared with The Royal Marine Charity.
  This initial launch was quickly followed within the UK by bespoke gins within the managed on-trade channel with a gin created specifically for Martson’s and their pub real estate. Next came a move into grocery to support last year’s ASDA Christmas gin campaigns with a Christmas themed gin aptly named Gin-gle All the Way.
  The strengths inherent to the Bespoke Program led to the launch of Boutique-y Gin in the emerging Asian cocktail markets of Taiwan and China. Here the collaborative approach to creating gins with bartender communities has placed gin in a new conversation with Chinese and Taiwanese mixologists.

- **Morten Bjunes** - Atom Brands
  Morten has played a key role in the promotion of gin in the Danish market in the last 10 years. He has great faith in the gin tradition, and the people within the industry. He looks forward to continue promoting gin in the Danish market, with huge passion and integrity.
**Rectifiers**

**Appointed in their own right and provenance (including new brands not yet qualifying for Guild Warden status)**

- **Emily Webster** - Atom Brands
  Throughout her PR career, both agency side and in her current role as PR & Communications Manager for Maverick Drinks, Emily has represented gin brands. She has worked to promote the category, brand stories and new product launches to media, securing coverage in drinks trade magazines, national newspapers and consumer lifestyle titles. She has had the opportunity to work with a variety of gin brands from across the globe, including Gin Mare, Scapegrace and, more recently, That Boutique-y Gin Company, Kyrö and Ableforth’s.

- **Roslyn Frame** - Atom Brands
  Having started her spirits career with Pernod Ricard working on Chivas Regal, Roslyn currently works for Atom Brands managing global communications for a range of craft gins. In her role as Global PR Manager she is responsible for spreading the word internationally about the company’s world class gins, including Bathtub Gin, That Boutique-y Gin Company, Drinks by the Dram (including their broad selection of gin advent calendars) and Quinine 1897, through communication strategy, launch events, influencer marketing and traditional media relations with global press.

- **Nate Brown** - Lough Ree Distillery
  Nate Brown has been promoting the education and enjoyment of gin for over seven years through various gin bars that he has owned and operated. He continues to promote the category across the globe via consultancy channel including the establishment of the Juniper Bar in New Delhi which has been awarded Indian bar of the year as well as other accolades. In his current role as a drinks writer he continues to promote spirit education for both on-trade professionals and consumers. He has also formed a Martini club, but says the less said about their gin, the better.

- **Michael Clancy** - Lough Ree Distillery
  Michael is well known to many as an engineering consultant to the beverage industry since 1998, specialising in distilleries since 2012 and with extensive experience on feasibility, new distillery start-ups layouts planning go products and safety. He has put his money where his mouth is and is the founder of Lough Ree Distillery, in his home town in Ireland.

- **Paula Edwards** - Edwards Distillery
  Hailing from Poland, with spirits running strongly in the blood, distillation and rectification formed part of Paula’s Masters in engineering. Having been a catalyst and an integral part of the start-up of a now very successful distillery in Northamptonshire in 2012, without her, Sion Edwards, her husband, would not have entered the industry. After a stint at Union Distillers, she co-founded Edwards Distillery, and their brand Four Feathers was launched in November 2018. Paula continues to bring passion and tradition to the industry.

- **Raiissa de Hass and Joyce de Hass** - Double Dutch Ltd
  A first for the Guild, a joint installation of twins. We are of course talking about Raiissa de Hass and Joyce de Hass, the co-founders of the appropriately named Double Dutch Ltd. Leading innovation with flavour, Double Dutch were early adopters of mixers without quinine. Launched in 2015. They created a range of flavours designed to bring out the best in the ever-growing flavour profiles of gin. They have educated consumers in the mixer category and helped them understand and enjoy a variety of flavours. Not only have they changed the way mixers are viewed, they have proven themselves to be global business leaders.

- **Julia Nourney**
  Julia is an international independent spirits consultant who has worked on gin distilling projects in several countries around the globe. Julia’s wide-ranging knowledge of gin makes her a valuable member of various international spirits competitions, including the IWSC. She regularly lectures on gin at events around the world including the ADI conference, the London Craft Distilling Expo and the Gin Summit. Julia is driven by a passion for innovation and quality in gin distilling and seeks to celebrate it wherever it is found.

- **Simon Sherlock** - Distillers of Surrey
  Simon started in the distillery business in 2015 at another well-known Surrey distillery during which time he worked on, created and consulted some multiple award-winning gins and undertaking over 1000 distillations. In June 2018 he launched Distillers of Surrey, and has already produced three London dry gins.

**Palm Gin**

As usual the applicants will be swearing their oath to the Guild and promising to uphold the fine spirit of gin, whilst holding a handful of juniper berries. Some years ago it was suggested that it would be amusing to produce a gin created, in part, from the berries used. Atom Brands, have distilled (from the juniper used at the last installation) a new edition of the Gin Guild, 'Palm Gin' and have volunteered to re-distil future editions, using the juniper from later installations.

The juniper was kindly provided by Beacon Commodities. A bottle of the current edition of the gin, with bottle artwork by Sara Smith, is available, amongst the many other varied offerings provided tonight, for consumption for those who wish to try this as a gin and tonic.
The significant growth in the number of distilleries producing gins means that there are now a growing and often confusing number of gin styles and tastes to navigate. The Gin Guild, in consultation with over sixty brands, including representatives from some of the world’s key producers, has launched Gin-Note™ (copyright and Trade Mark), for use by brands.

The approach is a combination of a simple graphic and text. It is designed to allow consumers, retailers and bar owners to benefit from a consistent approach to describing taste and flavour in gin. Descriptions are prepared by brand companies themselves and are intended to inform, educate and guide those seeking to explore the category.

Gin-Note™ is intended to be a simple flavour indicator of a gin. It is not intended to replace a brand’s own label but is intended to be a navigational aid. It is predicated on brands accurately using the structure to describe the product as it is (not as a brand would like it to be seen).

Gin-Note.com
flavour guidance

Too often consumers, without being given sufficient information, are left to buy gin merely based on bottle design. That is all very well, and there are some very effective and beautiful bottle designs in the market, but, after all, it is the gin itself which is most important.

We feel that understanding the product before consumers buy it will be a real advance. To date, most distillers who have looked at Gin-Note™ recognise that it gives them a real opportunity to inform and add to their sales support at the point of purchase and as support to further explanation at tastings and trade presentations. Check out the brand section on the Guild website for details of members who have already applied Gin-Note™ to describe their product.

Ginposium next event 7 June 2019

The Gin Guild provides a popular annual one-day advanced seminar on gin for the trade. This is held in June usually in the week preceding World Gin Day (the second Saturday in June). This is by the gin industry for the gin industry.

Attendees come from far and wide, including Sweden, Finland, Australia and the Falkland Islands! Our website contains footage of previous years seminars which also may be of interest.


Film footage (by individual seminar) for future reference, of this key annual event is initially only available to members in the members only section of the website. In January of the year following each event the footage is released to the publicly accessible area. Previous years footage is however already available to all on our website.

Details of the 2019 event can be found, with ticket purchase option, at www.ginposium.com. Book early as tickets are going fast.

Sponsors and thanks

Our thanks to those who have sponsored or provided samples for Guild consumption and approval this evening, including the following:

- **Party Ingredients** and Tim Cramp and his staff for the catering and bar tonight (and for being such good sports in also allowing our ginsters to play with and support the bar tonight). www.partyingredients.co.uk

- **Our Founders and our new and recent Guild Brand Owning Members**, for the numerous gins provided, for the enjoyment of Members, in the gin bar, alongside new products from Members (too many to mention and often late or unannounced arrivals at this gin extravaganza) for your delectation and enjoyment.

- **Gin Guild Founders**
  - Chivas Brothers/Pernod Ricard for Beefeater
  - William Grant & Sons for Hendrick’s
  - Bacardi for Bombay Sapphire
  - Diageo for Tanqueray

- **Beacon Commodities** for the juniper berries used in the installation ceremony (and Palm gin)

- **Pinksters** for their Wild Bullace And Quince fruit liqueur

- **Sara Smith** for the Palm Gin bottle

- **Atom Brands** for distilling the Palm Gin

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