



TOBERMORY HEBRIDEAN GIN

launch presentation



THE ARTISAN DISTILLER

Here on Mull, we celebrate *creativity* and are *expressive* in *nature*. This is evident in the colourful houses of Tobermory, framed by the rich and dramatic landscape of our beautiful island.

This passion for art in nature, isn't just reflected in the harbour waters, but in the distinctive spirits we craft here at our coastal distillery.

Everything we make is an expression of the *rich palate* that our Hebridean home provides.





A COLOURFUL PAST

Established in 1798, Tobermory is The Isle of Mull's only distillery and one of the oldest commercial distilleries in Scotland. It sits at the centre of the vibrant island community from which it takes its name.

Tobermory's past however, is as colourful as the town's seafront. A chequered story marked by closures and financial troubles has, on more than one occasion threatened its very existence. Yet with creativity and dedication, Tobermory has endured its troubles.

After its most recent hiatus in production for much needed maintenance and renovation, Tobermory Distillery has in 2019, re-opened its doors and fired up its stills once more.

Under the Tobermory Distillery name, this Artisan Hebridean Distiller now produces Tobermory and Ledaig Single Malts and, for the first time in its history, Tobermory Gin. Today, it is a thriving, expressive and unique distillery, true to its idyllic location on the Hebridean island of Mull.





TOBERMORY HEBRIDEAN GIN

Inspired by the expressive nature of Mull, we add a splash of spirit from the Tobermory whisky stills to create a unique character. Distilled on the island with a rich palate of hand-selected botanicals including juniper, tea, heather, elderflower, sweet orange peel, and just a little bit of knowledge from our 220 years of history.

Expressive by Nature



TOBERMORY HEBRIDEAN GIN

a blank canvas

Tobermory Gin starts life as a blank canvas. The base spirit we choose has been distilled over and over until it is just that. Clean, fresh and ready to take on a colourful array of flavour.

a splash of tobermory

We knew we wanted to include our wonderful Tobermory spirit, but getting the ratios right was a challenge. Too much and it was overpowering. After a lot of hard work and a bit of experimentation we found a balance where just the right splash created the best tasting gin. It's the perfect balance of the distinctive fruity and floral notes of Tobermory and the malty full mouth-feel of newly distilled whisky spirit. We'd found our 'botanical' #1.

choice of palette

The isle of Mull is full of life and we wanted our gin to be an expression of this. From the outset, our aspiration was to forage, grow, (occasionally borrow) as many of our botanicals from Mull as possible. The most peculiar to date is Hebridean tea from 'the Revs' garden. Rev Liz Gibson, we salute you.

and proper copper

Whisky makers love tech (but in an old school copper kind of way). Our choice of still? A John Dore & Co. copper pot still. It's travelled the world in its time but we wouldn't change it for all the tea on Mull.





FOUND & FORAGED

land of the scots

Scotland and tradition go hand in hand. But it's the subtle ones that get taken for granted. The right to roam is written in to the law of the land. Giving freedom to every Scot (and just the occasional visitor) to discover Scotland's beauty freely.

So that's how we started, we took two local foraging students and started roaming. Hillsides purple with heather, and inspiration from earthy tracks were plentiful, but some things we can't find on Mull yet, either wild or otherwise. Juniper itself for example. That being said, Mull is always one to surprise you.

cup of tea vicar?

Tea. Yes, *camellia sinensis*, grown by Isle of Mull Tea. It wasn't even close to what we'd imagined being able to find locally as a botanical. We're grateful for the unique herbal notes it adds to our Gin.

Owner of a croft, and of course miniature tea plantation, Liz Gibson is passionate about growing produce for local use and has founded Grow Grow CIC, a social enterprise which aims to grow a wide range of vegetables, fruit and herbs, as well as the tea, both on the croft and in unused and underused ground around the island. The tea will be supplied fresh from Isle of Mull Tea direct to us. Needless to say, we've got our eye on possible future crops.





BOTANICALS

a colourful palate

All of the botanicals are steeped for 24 hours in our base spirit at 65% abv. This is made of up of 92.5% blank canvas (Grain Neutral Spirit) and 7.5% of our very own spirit from our Tobermory whisky stills.

Juniper

Hebridean Tea

Elderflower

Wild Heather

Coriander

Sweet orange peel

Lemon peel

Oris Root

Angelica

Cassia

Thyme

Basil

Lemongrass





THE GIN HOUSE

tobermory stills

Not strictly speaking in the Gin house, but of great importance to our style of gin. The Tobermory stills that give us our new-make spirit are very unusually shaped and it's because of this that our spirit has such a distinct, vibrant and citrus fruit character.

The lantern-shape/bulbous boil bulbs are joined to very rare, steeply inclined lyne arms with s-shaped kinks in them. This increased reflux produces a light and uniquely vibrant, fruity character reflective of our home in the colourful town of Tobermory and is the reason it works so well as the base of our gin.

wee mary

In a word? Bijoux. This 60L 'still' was our experimental project but she turned out to be a secret workhorse, slowly going about her business making our first batches of Gin. Now we use her to try different styles depending what botanicals are in season.

big mary

Our main Gin still is a reclaimed John Dore & Co. copper pot still. It officially has a 2000 litre charge, although we tend to run it at about half this. Most of our botanicals are steep-infused for 24 hours, but the lighter botanicals (including Liz's tea) are placed in a basket fitted in the neck of the still to infuse during the vapour phase.

The still itself has an extremely long neck with two independently controlled cooling jackets on it. The lye pipe is inclined and there is also a reflux line running from the lye pipe back to the still. This has a valve allowing for it to open or close, helping us, along with the cooling jackets, to vary the aromas we get in the gin from the medley of botanicals.



THE SIGNATURE SERVE



add a splash of colour

1. Fill a balloon gin glass with copious amounts of ice
2. Pour a good measure of Tobermory Hebridean Gin
3. Garnish with a sprig of thyme, a slice of fresh blood red orange and a dash of dried hibiscus flowers
4. Top up with chilled quality tonic water

simple serve

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COMPETITIVE SET



edinburgh gin

- 5 listed botanicals (no local)
- Strong provenance story in Edinburgh
- But not a nature/forage story
- Massive push in flavours
- www.edinburghgin.com



jawbox

- 16 botanicals (1 local)
- Make their own base spirit
- Made in Elgin
- No provenance but great production story
- www.jawboxgin.com



daffy's

- No local botanicals
- No whisky spirit
- Unknown distiller – Strathmashie
- Little provenance
- £36
- www.daffysgin.com



botanist

- 31 botanicals (22 local)
- No whisky spirit
- Linked to Bruichladdich, but not obvious
- Good Islay heritage
- £36
- www.bruichladdich.com/the-botanist



caorunn

- 11 botanical gin ingredients (5 local)
- Unknown distillery – Balmenach
- No whisky spirit
- Mainland Scotland
- Uses copper chamber, not copper still
- £28
- www.caorunngin.com

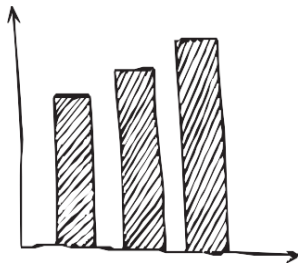


eden mill

- No list of botanicals (1 stated local botanical)
- No whisky spirit
- Mainland
- Linked to brewery and will be linked to whisky distillery
- Massive push in flavours
- £35
- www.edenmill.com



GIN IS THE DARLING OF THE ON-PREMISE & THE YOUNG



1.5 million more people drinking gin than four years ago

Sales of gin in the On-premise doubled in 2018.

£1bn MAT to December (+59%).

Gin has overtaken Whisky for the first time.



cocktail consumption in uk growing at 7.5%

73% of Millennials drink cocktails at home and 88% in On-premise.

Gin is now 3rd biggest cocktail ingredient after Vodka and Rum.

a demand for premium

Gin is helping the premiumisation of the On-premise – 37.5% of under 35s believe that it's worth paying extra in pubs, bars and restaurants – well above the average for all adults (29.6%).



choice is key

Choice is key with consumers expecting provenance and the ability to “tour the country”.

World Panel data – “Gin choice /consumption is closer to wine than regular spirits”.



GIN IS A HIT IN THE OFF-PREMISE AS WELL

the biggest player in bws category

Gin was the strongest contributor, both in spirits and in the beers, wines and spirits category overall. Beers, wines and spirits grew by 1.5% during 2016, which might not seem a lot, but with total food and drink sales showing overall value decline, it is a vital growth driver and worth a staggering £12.3 billion in total.



uk supermarket sales in gin worth £420 million per year

Sales reaching their peak in the 12 weeks to 31 December 2018, when gin was up more than 18% on the same period the year before.



seasonal cheer

Christmas was a 'bonanza' this year for retailers, with booze sales of £3.7 billion. 3% growth over the same period the previous year. Gin was a major contributor and often bought as gifts.

traditional becomes the new

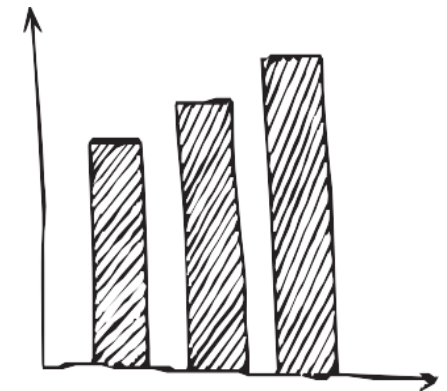
Gin was perceived as a bit old-fashioned a few years ago, but with the growth in craft gins and premium varieties, supermarkets have been keen to invest in market trends and to stock new gin lines and premium brands.

power performance

A resurgence in gin is being driven by an explosion of new premium and craft offerings.

14.5% growth last year

Gin became the biggest growth driver in the spirits category according to new figures.





KEY SELLING MESSAGES

choice and provenance in gin are critical. tobermory is different to all the rest:

- Only gin to include spirit from our whisky stills
- Only gin distilled on Mull
- Only gin to carry an established whisky distillery name
- Only gin to use tea grown on Mull
- Local botanicals picked in season to strengthen and enhance flavour profile
- Well recognised brand name, thanks to our famous town
- Cross category recognition between Whisky and Gin

supported by:

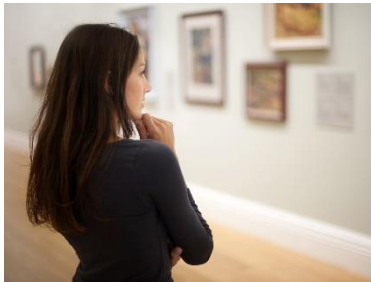
1. Tobermory brand re-launch throughout 2019
2. Media, PR, events and customer support programs
3. Exciting range of Limited Editions in development



TARGET CONSUMER

The launch of Tobermory Gin is in line with the work being done to reposition Tobermory as a fresh and vibrant artisan brand.

The new positioning and creative platform hinging on colour will be targeted at *Boldly Individual* consumer set. This primarily female consumer appreciates *diversity* and *differences*. As non-conformists, they enjoy *going against the flow* and actively seek out *smaller, premium* and *lesser known brands*.



BOLDLY INDIVIDUALS ARE

- Conscientious
- Well read
- Epicurean
- Creative
- Research driven
- Confident
- Liberated
- Inquisitive
- Cultured
- Social
- Adventurous





PROMOTIONAL PACK WHICH HAS A COMPLETELY DIFFERENT PRICE, EX WORKS EKB.

secondary packaging includes:

- Distinctive gift packaging
- Frame design features direct view of bottle
- Includes unique garnish of Hibiscus flowers
- Appealing watercolour design to emphasise provenance
- Added theatre of gift box, not often used for other gin brands adds to premium positioning

TOBERMORY HEBRIDEAN GIN

a well known name

- Over 700,000 visitors in 2018 (+16.4%)
Source – CalMac
- 'Balamory' legacy has massively increased its appeal and awareness (peaked at 3.2m viewers)
- High awareness amongst 20–50 year olds who were viewing as children or parents
- Tobermory Whisky is one of the oldest Single Malts in current production
- Boutique distillery with a track record of different spirit types – Tobermory & Ledaig
- The first established single malt distillery to use its name on a gin

so why tobermory?

- Instant brand recognition
- Expanding the brand franchise
- Leveraging Tobermory appeal
- Leveraging our distilling heritage
- Cross category purchase and opportunity linked promotional support



PRODUCT DATA SHEET – NO GIFT BOX

Part Number	All 70cl Packs
Description	Tobermory Gin 6 x 700ml Non Gift
Harmonised Code	22085011

Product	
Bottle Barcode	‘5029704219759
Content Bottle (ml)	700ml
ABV %	46.3%
Bottles per Case	6
Length in cm	8.53
Width in cm	8.53
Height in cm	24.4
Gross Weight in kg	1.16

Cases	
Case Barcode	‘05029704705337
Length in cm	27.3
Width in cm	18.5
Height in cm	26.2
Net Weight in kg	3.94
Gross Weight in kg	7.2



Pallet	Standard Wood	Euro Wood
Number of cased by layer	20	17
Number of layers by pallet	5	5
Number of cases by pallet	100	85
Finished Dimensions in cm (in pallet)	120 x 100 x 146	120 x 80 x 146
Pallet m3	1.752	1.402
Finished Weight in kg (inc Pallet)	742.2	634.2
Weight of Plastic Stretch Wrap in kg	0.2074	0.2074

Packaging Waste Information		
	Product (kg)	Case (kg)
Glass	0.5	3.0
Wood	0.003	0.018
Steel	0.003	0.018
Aluminium	0.0	0.0
Paper	0.001	0.006
Cardboard	0.0	0.230
Plastic	0.0	0.0
Other	0.0	0.0