

# Isle of Mull's Tobermory distillery unveils its first-ever gin



Titled *Expressive by Nature*, an integrated marketing campaign will support the new product launch

Distell's Isle of Mull distillery Tobermory, known for its Tobermory and Ledaig single malt whiskies, has created the first gin in the Hebridean distiller's 200 plus-year history. Tobermory Gin was unveiled to the travel retail industry at this year's TFWA World Exhibition.

Tobermory Gin (43.3% ABV) has been created using inspiration from the colorful Isle of Mull, the second-largest of the Inner Hebrides, located off the west coast of Scotland.

Starting as a blank canvas, the base spirit is distilled over and over until it is clean, fresh and ready to take on the vibrant array of flavors from the island's rich palate.

A unique splash of spirit from the Tobermory whisky stills – affectionately named 'Botanical #1' – is added, creating a standout character. Meanwhile, a pinch of Hebridean tea, grown by a local on Mull, ensures a true taste of the island.

Tobermory Gin's flavor profile comprises 13 specially selected botanicals, including juniper, elderflower and sweet orange peel. All are picked in season to strengthen and enhance the flavor profile and are steeped for at least 24 hours in the base spirit. These botanicals reflect the fruity character that Tobermory single malts are known for.

Distilled in a John Dore & Co copper pot still, Tobermory Gin has the perfect balance of fruity and floral notes with the malty full mouth-feel of a newly distilled whisky spirit. On the nose, notes of fresh juniper are balanced with citrus and coriander, with a touch of rich maltiness, from the specially

created Botanical #1.

A special campaign, encompassing advertising, PR, social and sampling, will support the new product launch. Called *Expressive by Nature*, the name is inspired by the island and the creative process.

Stephen Woodcock, Distillery Manager at Tobermory Distillery, said: “Tobermory Distillery is one of the oldest distilleries in Scotland, producing one of the oldest single malts. We’ve got a track record of producing different spirit types, though we’d never tried to make gin, until now.

Tobermory is the first established single malt distillery to use their name on a gin. Using a splash of spirit from our famous whisky stills, along with a mix of botanicals, some hand foraged on the island, Tobermory Gin really is something different for the gin market, with an interesting story to tell as well as a high quality and unique spirit.”

Luke Maga, Distell Global Travel Retail Managing Director, added: “The team at Tobermory Distillery are highly skilled and the prospect of taking on a fresh challenge, to create a new type of spirit, was one they embraced with creativity and island inspiration. The addition of Tobermory Gin has given us the opportunity to strengthen not only the distillery portfolio but Distell’s offer as well - marking the company’s first foray into the gin category. We’re confident Tobermory Gin will prove popular with global travelers, giving them a little taste of Magical Mull.”