

Gin company backs a winner at Musselburgh



Edinburgh Gin is the latest drink in town – literally made beneath the pavements at The West End.

It has been a natural marriage for the gin company to back the local racecourse at Musselburgh in a £10,000 sponsorship deal.

The gin company will become the headline sponsor at one of the racecourse's headline events, The Edinburgh Cup meeting on 4 June 2016. On the day racegoers will be offered an extensive range of gin-based drinks from the classic gin and tonic to more complicated cocktails.

Sarah Montgomery, Senior Operations and Commercial Manager at Musselburgh Racecourse, said: "We consider ourselves Edinburgh's racecourse, so we are thrilled to be partnering with one of the city's best-known drink brands for one of our biggest and busiest race days in our landmark 200th anniversary year.

"Edinburgh is the gin capital of the UK and Edinburgh Gin is a flagbearer for this thriving Scottish sector, but it is also premium brand which our racegoers love.

"On top of that, the Edinburgh Cup promises top class racing, perfectly complementing Edinburgh Gin's reputation for quality. Whatever way you look at this, it is a fantastic partnership all round – not least for our racegoers who between them polished off more than 500 bottles in total during last year's Edinburgh Cup."

Alex Nicol, Founder of Edinburgh Gin said of the partnership: "Myself and the team at Edinburgh Gin are delighted to be

sponsoring this year's Edinburgh Cup at Musselburgh on Saturday 4th June.

"This long-established race day is known as a highlight of the annual sporting and social calendar in Scotland. On the day, we'll be quenching the thirsts of race-goers with our unique gins and liqueurs; rain or shine.

"We had the pleasure of being named Scotland's fastest growing gin brand last year, hopefully we might bring a little speed to our favourite horse on the day too!"

Alex Nicol founder of Edinburgh Gin is photographed with Sarah Montgomery Commercial Manager at Musselburgh Racecourse and Hattie Nicol Event Manager at Edinburgh Gin.

For more information on the full list of fixtures, including a number of seasonal highlights, and to book tickets visit: www.musselburgh-racecourse.co.uk

