

Edinburgh beer destined to cheer the Chinese



Craft brewer Innis & Gunn has advised that it now has a deal signed to send beer to mainland China, Hong Kong, Macau and Taiwan.

The company has made an arrangement with distributors Dxccl International to sent their flagship ale Original and Ossian, a Golden ale by Inveralmond Brewery which Innis & Gun bought last year.

Shanghai based Scot Alan Hepburn will work with the distribution company to smooth the sales and marketing to the distant shores.

The company's recent crowdfunder raised £2.5m and with over 2,000 new shareholders to keep happy the brewery means to double turnover to £25 million by 2020.

Dougal Gunn Sharp, founder and master brewer at Innis & Gunn commented on the deal: "Exports have always been very important to us since we started 13 years ago. We've seen our products do exceedingly well in Canada, the US and Sweden and we thought it was about time we head into the largest beer market in the world.

"China excites us not only because of its size, but also its growing passion and thirst for great craft beer. In Dxccl International, we have found partners with not only the network to distribute beer, but tremendous insight on consumer tastes and a joint passion on educating and informing consumers about the breadth of what great beer is and can be."