

Hibs and Eden Mill announce new partnership



Hibs and Eden Mill announced a new partnership at last night's kit launch.

The one year deal will see the popular St Andrews-based gin distiller feature on the back of the Hibs' home and away shirts, as well as advertising slots across the Famous Five Stand at Easter Road.

To celebrate the company were on hand at the launch event at The Biscuit Factory to distribute free gin cocktails to the audience.

The company currently works with Celtic, Scottish Rugby, and Durham Cricket Club.

Paul Miller Co-Founder of Eden Mill said: "We are very pleased to be working with Hibernian, given the Club's illustrious heritage and history.

"The passion of Hibs fans and our passion for making great gin will ensure this is a strong partnership, and one that works well for us, the Club and supporters."

Hibs Chief Executive Leeann Dempster said: "It is always good when we get new sponsors on board, and we are delighted to welcome Eden Mill, a fast-growing Scottish company which creates a premium product.

"All of our sponsors are national or international brands, and that reflects the status of this Club as one of the biggest in Scotland."