

Hottest ticket in town – Lidl House of Hortus

Edinburgh will be home to the Lidl House of Hortus artisan gin pop up in November and you are encouraged to get your tickets tomorrow as soon as they go on sale.

Tickets for all dates on the UK tour 'sold out' in less than 24 hours when the supermarket announced the dates yesterday.



There are now extra free tickets available from Lidl through [Eventbrite](#) to give you all a chance to go to the House of Hortus in Edinburgh on 9 and 10 November 2018.

The tickets will be available from 6pm on Thursday 11 October 2018.

The Lidl House of Hortus tour is a free, ticketed event.

The new batch of tickets can be booked via EventBrite from 6pm on 11th October at the following link:
<https://lidlhoh.eventbrite.co.uk>

Attendees must have booked their slot and registered via EventBrite in order to gain admission.

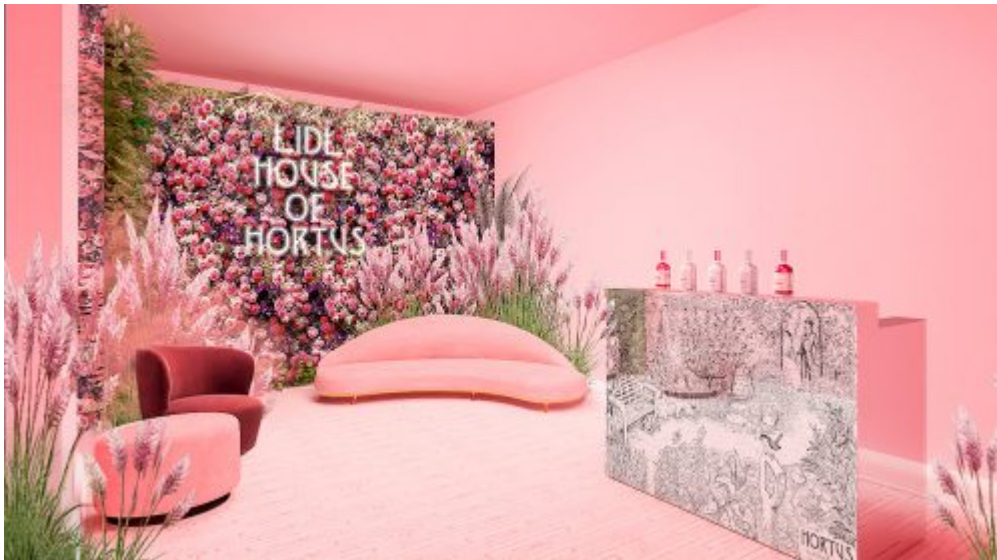
Visitors to the Lidl House of Hortus marquee in Edinburgh can enjoy both new and existing samples of Lidl's Hortus Gin range served by a dedicated team of Hortus-Culturists and mixologists who will offer guests a customised gin and botanical pairing experience.

Guests will be-gin their experience in the Pink Gin Liqueur Lounge, where Hortus Gin Liqueurs including Raspberry, Rhubarb & Ginger and Rose & Pomegranate will be available to sample.



As they move through the experience, visitors will be immersed in a sensory Botanical Garden where they will learn about gin pairings while enjoying a free-pour serve from the signature range including Hortus Artisan Dry Gin; Oriental Spiced Gin; or Citrus Garden Gin.

Finally, attendees will be able to head to the Spirits in the Sky bar – featuring a central circular bar and a starry night sky – to enjoy a drink from Lidl's broader range and get into the festive spirit.



Visitors to the exclusive gin club on Castle Street in Edinburgh will receive a total of TWO free-pour serves of Lidl's award-winning Hortus gin range or other spirits. Paul McQuade, Head of Spirits Buying at Lidl UK, commented, "The nation's love of gin shows no signs of slowing down, so we've decided to listen to the fantastic response from our customers and take our innovative own-label Hortus premium Gin range on the road and invite everyone to come try our superb range of Gins.

"We have placed a huge emphasis on strengthening and diversifying our ever-growing spirits range, specifically our award-winning Hortus gin offering, and were recently crowned Supermarket Own Branded Spirits Range of the Year at the International Spirits Challenge in July.

"The festive season countdown has officially started and The House of Hortus will help us give our customers a sneak peek at the exciting new and existing spirits and liqueurs that we have in stores."

Fans can't get enough of Lidl's gin with the retailer seeing a massive 40% rise in gin sales this year (YOY). Its popularity is set to soar even higher in the run up to the festive season, as Lidl revealed that it sold 400 bottles per hour of its Gin Liqueurs in the lead up to Christmas last year,

equating to 7 bottles per minute.

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