

Asda links with Chain Pier Distillery for new gin

First Supermarket Listing for Chain Pier Distillery

Edinburgh based, Chain Pier Distillery has secured a contract with Asda to produce the retailer's Extra Special Scottish gin, which will be available in 50 stores across Scotland.

Developed exclusively for Asda, the new gin draws inspiration from the Scottish landscape and is infused with the flavours of nettle and gorse.

This is the first gin listing for Chain Pier Distillery, which is owned by long established spirits and wine producer Halewood Wines & Spirits. Trading since 1978 and Scotland's largest independent drinks manufacturer and distributor, Halewood Wines & Spirits opened Chain Pier earlier this year, marking the first in a series of substantial investments into the Scottish artisanal sprits industry.



PHOTO Ian Georgeson

John Foster, National Account Manager at Halewood International, explained : “It’s a very exciting time for craft spirits as we’re experiencing a period of sustained growth, which has allowed us to invest £50m back into the artisanal spirits business. We are extremely proud to produce Asda’s Extra Special Scottish Gin using the finest local ingredients to give Asda customers a real taste of Scotland.”

Heather Turnbull, Regional Buying Manager at Asda, added : “We know just how much our customers value locally sourced produce, so we’re delighted to be working with Chain Pier Distillery to capture traditional Scottish flavours and bring it to market as an Extra Special Gin. We’re proud to support Halewood International and its new distillery as the gin market continues to grow.”