

# Gin promotion one of the spirits for Christmas

**Edinburgh Gin opened their Festive promotion with a projection on one of the city's iconic buildings.**

The Dome in George Street (pictured before the switch on) will be lit up specially as part of the brand's new Filled with Wonder campaign.

Dome bosses switched off their Christmas decorations for several minutes to allow the premier of the advert which is part of a multi-million-pound campaign to raise awareness of the brand throughout the UK.

Neil Boyd, UK managing director of Ian Macleod Distillers, who own Edinburgh Gin, said: "This landmark campaign signposts a wonder-filled year to come for Edinburgh Gin."

Gin is now Britain's most popular spirit having experienced astronomic growth in recent years helping to create an industry worth £2.2bn.

The multi-award-winning distillery currently has three of the top eight best-selling flavoured gin products.

And the company have recently released Rhubarb & Ginger, Lemon & Jasmine and Bramble & Honey flavours (RRP £28).