

# **Innis & Gunn is officially the beer of choice this festive season**

**Local brewer Innis & Gunn is officially the beer of choice for Edinburgh's Christmas and Hogmanay in a three year deal announced today.**

Scottish brewer Innis & Gunn has secured a three-year deal to become the Official Beer Partner for the Edinburgh Christmas market and Hogmanay events,

Dougal Gunn Sharp, Innis & Gunn's founder and master brewer said: "This is one of Scotland's biggest cultural events, so it's important that revellers can enjoy a Scottish beer!

"It's a huge honour for us to again be named Official Beer Partner of what have become such key events in Edinburgh's calendar, welcoming a wide range of visitors both local and from much further afield.

"We're really becoming a key part of showcasing not just Edinburgh, but Scotland and Scottish made beer, on the world stage."

The firm has created a special Winter Warmer using Innis & Gunn Original beer, Monkey Shoulder whisky from Speyside, spices and orange zest. The local beer is also matured in whisky casks. The firm won gold at the World Beer Awards recently. Its Lager Beer was awarded Gold in both the Country

and Taste Categories, while The Original placed Silver in the Taste category.

Dougal said: “Everyone has the chance to really get into the festive spirit by enjoying a glass of our Winter Warmer. This is the Scottish alternative to mulled wine. It’s delicious, warming, and sure to put you in the mood for the festivities. This is a delicious time-honoured tonic that has been around for much longer than its modern mulled drink equivalents that rely on wine – and it tastes much better too. We’ve combined the best of Scotland – top quality beer and whisky – to create this phenomenal new winter mulled drink.”

A spokesperson for UniqueAssembly who produce the Christmas and Hogmanay celebrations in the capital said: “We are thrilled to be partnering with Innis & Gunn to celebrate Edinburgh’s Christmas and Hogmanay for the next three years.

“Innis & Gunn are an internationally renowned brewery based right here in Edinburgh and we can’t think of a better way to get into the festive spirit than by enjoying a Winter Warmer across Edinburgh’s Christmas sites this year.”

Edinburgh’s Christmas will run from Friday 15 November 2024 to Saturday 4 January 2025. In addition to a range of food and drink stands, attractions include The LNER Big Wheel, Scotland’s largest Ferris wheel at 45 metres tall; the funfair in Princes Street Gardens; the illuminated Christmas Tree Maze in St Andrew Square, and the George Street Ice Rink.

Edinburgh’s Hogmanay is a four-day event featuring the Concert in the Gardens with headliners Texas and special guest Callum Beattie, the world-famous Street Party with live bands, DJs, street theatre and fireworks, and New Year’s Day featuring free events with live music and family offerings throughout the city centre.

<https://edwinterfest.com>









Dougal Gunn Sharp CEO and founder of the Innis & Gunn Brewing Company pictured at his Glasgow Taproom Brewery  
All images © Gibson Digital /Innis and Gunn 2023.