

# Quintessential Brands scoops Gin Producer of the Year for fifth time



The production team at G&J Distillers, owned by Quintessential Brands (photo taken in July 2019)

Quintessential Brands has been recognized by one of the top global drinks industry competitions, the International Spirits Challenge, as Gin Producer of the Year for the fifth time in six years.

The UK spirits company held on to the prestigious title for the third year in a row, a feat never achieved before in the competition's history.

The title was awarded to Quintessential Brands following the performance of its gins in the tasting categories, where they were blind-tasted by a panel of spirits experts.

Quintessential Brands was established in 2011 when its founders bought G&J Distillers in Warrington, UK with a vision to put the distillery at the heart of the gin resurgence in the UK and other parts of the world.

Almost a decade later, the company is producing some of the best-selling gin brands in the world, including Greenall's, Bloom and Opihr, alongside some of the most successful retailer gin brands in the UK.

Rob Curteis, Group Marketing Director for Quintessential Brands, commented: “We’re delighted to have once again received the title of Gin Distiller of the Year – it’s a great honor for us to be recognized by our industry peers and it means a lot to everyone in the company.

“This award really is a testament to the dedication and hard work of so many within our business, but especially to our talented liquid development team – led by our three Master Distillers, Joanne Moore, Derek Sharples and Louise Hayes – and the wider production team who, global pandemic or not, work tirelessly to produce spirits of outstanding quality for consumers to enjoy worldwide.”

### **Continuing the gin boom**

This year has seen the gin category continue to grow in the UK by 12% in volume and over 13% in value, with Greenall’s now the second-largest brand in the category [Source: IRI Supermarkets GB & Northern Ireland, 06.09.2020].

“It’s been a fantastic year of innovation for our premium gin brands with the launch of unique, new flavor variants, such as Bloom Passionfruit and Vanilla Blossom, Opihr Regional Editions and Greenall’s Blood Orange & Fig,” said Curteis.

“Innovation and quality are at the heart of liquid development, and we’re proud to be making gins that not only garner industry praise but that also inspire consumers to share our passion for great quality gin.”