**BLOOM GIN PASSION PROJECT CASE STUDIES – TIPS FROM THE UK’S UP AND COMING FEMALE ENTREPRENEURS**

**FROM FINANCE TO FASHION: FOUNDER OF STACEY DOOLEY’S FAVOURITE SUSTAINABLE FASHION RENTAL APP, ESHITA KABRA DAVIES, TELLS US HOW SHE TOOK THE LEAP TO FOLLOW HER BUSINESS DREAMS**

As part of its Passion Projects Series, a campaign that aims to boost the number of female entrepreneurs in the UK through providing women with inspiration, training and the chance to win a share of £25,000 in funding to help get their Passion Project off the ground, BLOOM Gin caught up with Eshita Kabra Davies, Founder of the UK’s first peer-to-peer fashion rental app, By Rotation, to hear how she took the leap and went from working in finance to creating her burgeoning fashion tech company that has become a favourite with fashion conscious consumers and celebrities alike, including Stacey Dooley.

***What is By Rotation and what inspired you to set it up?***

*By Rotation is the UK’s leading fashion rental app and while there is a lot of rental platforms out there, we’re actually the only app and the biggest rental platform with over 25,000 users. What sets us apart is the fact we’re peer-to-peer, so you can monetise your wardrobe by renting it out, while also renting other people’s items. The idea behind the app was to counteract fast fashion through encouraging people to share their items. So, our users can feel good about that fact that they’re helping to save the planet, while also looking chic!*

*I came up with the idea as side hustle while I was working in investment banking. I had been working in that sector for around six years and I was packing for my honeymoon when I faced the first world problem of what am I going to wear? That’s when the idea of a fashion rental platform first popped into my head and so I started analysing the market to see if there really was an appetite for this kind of platform.*

***Where did the sustainable fashion angle come from and the idea of peer-to-peer rentals?***

*I went on my honeymoon to Rajasthan in India, which is also where I was born, as I wanted to show my husband who is not Indian where I came from and my culture. It was here that we started to notice how much textile waste was polluting the towns, even beyond the landfills that we know are outside of Delhi, and it was then that I started to feel guilty. There I was worrying about my outfit of the day and thinking about all my new holiday clothes, when in fact I was polluting my own birthplace, a place that is so important to me. It was then I realised I was part of the problem and I needed to do something about it.*

*Consumption is a big part of the problem when it comes to the fashion industry, particularly fast fashion, so I decided to take my idea one step further to try to provide a solution to the problem. I thought if we could create a community of fashion enthusiasts that were increasingly becoming more aware and concerned about their own fashion footprint, we could create something really great. Through the peer-to-peer rental model, not only can people rent amazing clothes from likeminded individuals, but they can also feel good about the fact they are making a difference too.*

***How did you get started with the business after first having the idea?***

*I soon realised that there weren’t any big competitors here in the UK currently playing in this space and this is when I decided this could be a viable business opportunity. As I was still working my fulltime job from 6.45 in the morning to 6.00 at night, it was tough in the beginning, but I was so passionate about getting the business going I just made it work. I really enjoyed what I was doing so I didn’t mind giving up my evenings, weekends and social life to focus on it.*

*I first started by building a test website for the app over a weekend, it was really ugly and didn’t look great but it was a really good way of testing the concept and figuring out how it would work. I was able to see if people were actually interested in a fashion rental app in the UK in a cost effective way and also ensure that the idea was going to work while I still had another job to fall back on.*

*That would be my number one advice for anyone looking to start their own business, try and do as much as you can in your spare time while you still have another job, until your certain that it’s going to be a viable business opportunity. Do your research first and it will pay off in the end.*

***You’re only 11 months in and you already have 25,000 users, what have been your high points so far?***

*I’m so humbled by the response we’ve received in our first year, hitting 25,000 users was certainly a high point. It’s so good to see our community of ‘rotators’ growing and communicating with each other, with many even building friendships with each other over their shared love of fashion. We see people of all walks of life coming together, including students, professors, celebrities and homemakers, we’ve now got Stacey Dooley on the app which was a huge win for us, so it’s so nice to see these people all coming together. I’m also very grateful to the press as we’ve had some amazing articles written about us, which has been so helpful in raising awareness of By Rotation and how rental is better for the environment than buying.*

***A celebrity endorsement from Stacey Dooley must have been great for you, how did that come about?***

*Yes, it’s been amazing and what’s even better is that she approached us. Stacey is obviously super passionate about sustainable fashion and so she got in touch to say that she would love to partner up and list her wardrobe on the app, with all the money she raises from rentals going to Refuge - the charity against domestic violence. She continues to be a big supporter, something that we are so grateful for.*

*We’ve also worked with a lot of different influencers, which came about after we reached out to them to tell them more about By Rotation. We would offer them the chance to rent something for free from the app and many of them would come back and say they were starting to think about their fashion consumption and they loved the concept of the app and what we were doing. We were able to build great relationships from there and this has really helped to raise awareness of the app.*

***What advice would you give to someone just starting out - what did you wish you knew a year ago?***

*Make sure you build your network – it’s so important when you’re first starting out and remains important as the business grows. The team of people you have around you can help to open new doors as they introduce you to people from different sectors or industries.*

*As I mentioned earlier, you also need to do your research and make sure you’ve scoped out the business area you’re looking to go into, including competitors, in order to justify to yourself that this is a viable business opportunity worth quitting your job for – eventually! Ask yourself difficult questions like ‘why am I better than the competition?’ as it can help you to find your unique selling point and set out your business ideals.*

*Test it out first too. You don’t have to wait until you have a perfect product or perfect branding to share it with others, take advantage of your networks, for example, your Instagram community. Share it with them and get their thoughts and feedback. This can really help to shape your final product.*

**ENTREPRENEUR AND MUM, STEPH DOUGLAS, SHARES HER TIPS ON HOW TO JUGGLE MOTHERHOOD AND STARTING A BUSINESS**

As part of its Passion Projects Series, a campaign that aims to boost the number of female entrepreneurs in the UK through providing women with inspiration, training and the chance to win a share of £25,000 in funding to help get their Passion Project of the ground, BLOOM Gin caught up with Steph Douglas, Founder of the gifting website, Don’t Buy Her Flowers, to hear about her experience of starting her own business as a new mum. From the bizarre ‘new mum’ gift she received that helped to spark the idea for her business, to her top tips for other mums thinking of doing the same, here’s what the gifting guru had to say…

***What inspired you to set up Don’t Buy Her Flowers?***

*I have three kids and I had my first son in 2010 and I remember being sent loads of bunches of flowers. This was my first experience of having a baby and I just felt so overwhelmed, you feel overwhelmed with every baby, but definitely with that first one. I was leaky and weepy and I just remember that these bunches of flowers just kept arriving. Now I know friends and colleagues meant well by these, but it just struck me as a really bizarre gift, especially as flowers need looked after. You have enough to contend with in caring for your new baby, without having to worry about looking after all these flowers too.*

*That’s where the idea came from, I thought there has to be something that is a little more thoughtful and personal that offers some TLC, like creams, pillow sprays or even gin and tonics if you’re at that stage! So, I started sending my friends jiffy bags filled with little personal gifts and a note when they had their babies – things like ‘you’ve got this!’ or ‘it will get better!’, the things you need to hear. I did go back to work after my first baby and then I had my second, so it wasn’t until 2014 when I decided to start the business.*

***How has the business evolved between then and now?***

*We started off small and focused only on gifts for new mums, but quickly we got a lot of feedback saying I want to send this as a birthday gift or a get well soon gift, so we slowly started to cover other occasions too. Today there’s so many reasons people are wanting to send gifts, especially with Covid-19, so we’re constantly expanding the range, but it has taken some time to get to this stage, it didn’t just happen straight away.*

***How did you go about setting up the business and taking it from an idea to a business concept?***

*I actually started out by creating a blog. I had just gone back to work after having a baby and I felt a bit lost and not quite myself. I found going back to work a really positive experience as it was something familiar, I knew where to get lunch, I knew where the toilets were and that was all quite comforting for me. Back then starting a business felt like a really massive thing, so I decided to start off with the blog and I started writing about motherhood and relationships – warts and all, including the rage and the hormones I was experiencing! There’s a lot of honest discussion about this now, but back then it was all about how being a mum is wonderful and the negatives never really got talked about.*

*The blog was a really starting point for me with the business as it gave me confidence, I thought if I can do this and create a website from scratch then I can get going with my business idea. I launched the blog in the February, quit my job in May and started the busines in November, so it really was the thing that got me going. I’d built up a great following with lots of supportive mums, so this was a great starting point for the business. Looking back I feel like it was all about taking small steps, as I soon realised there was so much to consider, from the website, the products and the packaging, to photography and couriers. It’s easy to become overwhelmed if you try to do everything in one go, so for me it was all about steppingstones and concentrating on one thing at a time. I did have two kids to look after at the same time, after all!*

***Did you write a business plan in the beginning?***

*I did write things down in the beginning but I didn’t have any experience of writing a business plan, so I was really learning as I went. There were areas I felt more confident in such as marketing because of my previous career, but when it came to the finance side of things and budgeting, I didn’t know where to start. I read a book six years ago by the founders of Not on the High Street, about how to build a business from your kitchen table. It literally included a step by step guide on how to put your business plan together, so I found myself following that. I now listen to some brilliant business podcasts like Secret Leaders and How I Built This, as they tell other people's stories and the real ups and downs founders go through.*

***Did you seek any investment to get the business started?***

*We self-funded the business and I ran it myself from home. It was all done out of my spare room, with the kids chucked in bunk beds and all spare space used to store stock. To get it off the ground we put in £13,000 and that covered everything, from the website to the stock. We then put everything that we made back into the business. My overheads were low because I didn’t have a team, it was just me for the first nine months and then after that I had friends coming into my house to help pack. It’s now been six years since we first started and we’ve doubled the business every year and this year has actually been off the charts crazy, which is really great.*

***How has Covid-19 affected the business?***

*Mother’s Day is one of our biggest days of the year and this year it was huge for us, as not only was it just as lockdown was coming into play, meaning many people weren’t going to get to see their mums in person, but our products were also featured on Lorraine, which sent the website into meltdown. While this was great, we were worried about how we were going to fulfil orders, especially as many suppliers started to close down and stock levels were low, but we managed to do it in the end. We’ve been very lucky in the fact that orders have continued to increase every month since then, as many people look for personalised gifts to send to family and friends to show they are thinking of them from afar. Obviously, it’s meant some huge changes for us in terms of keeping our staff safe and ensuring we are abiding by the Covid-19 regulations, but we’ve followed the guidance and so far we’ve been very lucky in the fact that the business has not been negatively affected.*

***You started your business after having two small children and have since had a third, what are you tips for other mums wanting to start their own business?***

*It makes me nervous that so many women want to start their own business, but they don’t take anything out in terms of the other things on their plate. If we’re honest, a lot of women still do the majority at home, they still do most of the emotional labour, they might still be the one that makes sure that family and friends get a birthday card, and it’s just too much. You can’t just chuck ‘oh, and I’ll start a business!’ in there and expect it all to be okay, something’s got to give. Starting a business is all consuming and you need to be able to focus on it. This will mean leaning on your partner and having some really open and honest conversations if they’re not pulling their weight. I remember sitting on the sofa crying at 11pm as I’d just finished working after putting the kids to bed and I realised I hadn’t done the food shop and my husband said ‘Well, I’ll do it’. It was then that I realised I couldn’t do everything, and I had to let go of the reigns. I think that’s why a lot less women do go on to start their own business or they give up at an early stage.*

**BOOM CYCLE CO-FOUNDER SHARES HOW SHE TURNED HER FITNESS PASSION INTO A BUSINESS**

Boom Cycle, one of London’s most popular spin studios, aims to put the fun factor into getting your sweat on with its high-octane spin classes – often dubbed ‘a party on a bike’ by many of its avid followers. Co-Founded by Kentucky-born Hilary Rowland, the idea for the business came about when Hilary first moved to London in 2009 to be closer to her now husband and business partner, Robert.

While Hilary worked as a full-time model by day, a career that had served her well for 20 years, keeping fit was one of her passions and she found that London lacked the boutique fitness concepts that were proven to be dominating the market overseas. It was here that the idea for Boom Cycle was born and Hilary decided to take the leap and turn her personal passion into a full-time career.

As part of its Passion Projects Series, a campaign that aims to boost the number of female entrepreneurs in the UK through providing women with inspiration, training and the chance to win a share of £25,000 in funding to help get their Passion Project of the ground, BLOOM Gin caught up with Hilary to find out just how she turned her fitness passion into a booming business…

***What did you set out to achieve when you first created Boom Cycle?***

*When I first moved to London, I found that a lot of spin classes were really lacking the fun, upbeat vibes that I was used to in the U.S. and there wasn’t much consistency. I really wanted to make the whole work out experience fun! So many people view working out as a chore, but it doesn’t have to be, with Boom Cycle our number one goal was to make the class something you look forward to. With our workouts there’s no measurement – it’s all done off feeling, there’s no competition – it’s all in the dark, so it’s really like a nightclub experience and all about having fun and feeling great.*

***Your husband is your business partner, how does that work and do you have any tips for other couples planning to go into business together?***

*A lot of people ask how we make this work, and for us, it was definitely the right decision. We have complimentary skill sets, so we’re a good pair and will often see things from different perspectives. We each focus on different areas and have clearly defined roles, which is important. What’s great is that we’re both working towards the same goals and we’re on the same journey, so it’s great to have that element of support and encouragement sitting alongside you. My main piece of advice to other couples in the same boat would be to get a really solid, well thought out shareholders agreement, so you’re covered – just in case anything does go wrong! Also, agree your separate roles and responsibilities early on, so you’re clear on what each of you will look after. This will help to avoid any disagreements or non-essential crossover further down the line.*

***For anyone who is looking to turn their passion project into a business, just like you did, how did you get it off the ground?***

*You’ve just got to get going with it! Keep putting one foot in front of the other and start to move forward with your idea. In the beginning this can be simply putting pen to paper and getting your ideas down – remember, it doesn’t have to be your final idea, but this will help you to start developing it. In the very early days, I used to dedicate around two afternoons per week to working on the Boom Cycle plan and slowly but surely it started to consume more and more of my time and get more and more exciting!*

*It’s not always easy, but if it’s something your passionate about, you’ll dedicate the time to making it a success. Initially, we had help from angel investors, some of which were friends and have gone on to become my mentors. These people are great and will help you so much in the early days, so try and surround yourself with really smart people that can help you on your journey. We’re lucky enough to have the David Lloyd as our Chairman of the Board, and he has been so invaluable in bringing his wealth of experience and advice to the table.*

*Lastly, always trust your own instinct! Be open to and take advice from others, but don’t ignore your own instinct. After all, it is your business and you are going to be closer to it than anyone else.*

***How do you overcome challenging times like Covid-19?***

*We’ve been very lucky in the fact that our landlords have been very flexible and supportive throughout the pandemic. We’re also very lucky in the fact that a few year’s ago we made the decision to bring our team over to full employment, as in the fitness industry a lot of instructors are freelance. We wanted them to benefit from paid holidays and other benefits and so the upside of that is that everyone who works at Boom Cycle was covered by the furlough scheme, something we are thankful for.*

*Ultimately, you need to be agile and able to adapt to different situations. One way that we did this throughout the pandemic is through partnering with the in-home exercise bike company, Apex. They’re bringing the spin class experience to your own home through their stylish, high-tech bikes that link to instructor-led classes through your iPad or Smartphone and we’ve been working with them to lead these classes. It’s slightly different to the Boom Cycle experience as you don’t get the nightclub experience surrounded by a group of people, but it’s the fun, energetic delivery and something that complements our brand.*

*It’s also times like these that show why having an amazing team around you is so important too. Throughout all of this, the Boom Cycle team have been complete rockstars and we’re so excited to have now been able to re-open three of our studios - it wouldn’t have been possible without them!*

***How do you ensure that your fitness passion remains your passion when it is also your business?***

*Honestly, the class side of things has never felt like work. Whether I’m leading a class or participating in it, it’s still as fun as day one and I always come out feeling pumped and energised. I also like running and other forms of exercise, so I don’t just do spin, which I think helps to keep things fresh. When it’s something you are truly passionate about, you tend to love what you do day in and day out. Yes, there’s going to be difficult times, but that’s why rest days and downtime are important too. Time away to clear your head is just as important as the hard work that you put in.*

***What’s your favourite song on your playlist that gets you pumped and ready to go?***

*I have loads but my ultimate favourites have to be ‘Gangsta Boogie’ by Chase & Status ft. Knytro and ‘Get Shaky’ (vocal mix) by the Ian Carey Project. They’re not the newest of songs but right now they really get me in game mode!*

***What has been your biggest learning curve as an entrepreneur?***

*I want to say that even when you hit big benchmarks, it often doesn’t really bring the relief you might have expected. You’re always working towards reaching the next milestone, but once you’ve got there, you then have your sights set on the next one after that. It’s important that you take the time to appreciate what you’ve achieved and reward yourself for hitting these milestones – personally, I’m a fan of a fancy holiday, that’s my way of taking a step back and thinking, ‘I did that, this is the life I have earned’.*

***What advice do you have for those planning to turn their passion project into a business?***

*Throw any expectations you have before you get going out the window – it’s likely that it will never be exactly what you imagined. Have resilience – always keep going! Always remember that you need sleep, sleep is important and is one of your most valuable friends! Protect your time – for your own sanity and for the sanity of those around you, you can’t always do everything and there will always be more to do, so don’t run yourself into the ground. Seek good legal advice – this is invaluable. Set out really clear brand ideals – these are so important in setting your brand apart from the rest of the crowd and for reminding yourself why you started the brand in the first place.*

**TWIN FOUNDERS OF DOUBLE DUTCH TONIC SHARE THEIR TIPS FOR WOMEN LOOKING TO START THEIR OWN BUSINESS**

Dutch twins Joyce and Raissa de Haas founded premium mixer brand Double Dutch in 2015 after securing an initial investment from University College London to develop their first two flavours: Cucumber & Watermelon, and Pomegranate & Basil. Fast forward five years and these 29-year-old twins now sell 750,000 products a month from a 10-strong range, available in 26 markets around the world.

So how do they do it? As part of its Passion Projects Series, a campaign that aims to boost the number of female entrepreneurs in the UK through providing women with inspiration, training and the chance to win a massive £25,000 in funding to help get their Passion Project off the ground, BLOOM Gin caught up with Joyce and Raissa to find out.

***How did the idea for Double Dutch come about?***

*Our family have always been passionate about drinks, so it’s been something that has been a part of our lives from a very young age. Growing up our parents had a distillery in the garden as a hobby and were always experimenting.*

*When we were eighteen, we moved to Belgium for university and always threw lots of parties for our friends. The deal was that they would bring the gin and other spirits and we would always make sodas to go with them in our kitchen. We’d experiment with different fruits and herbs and put them into big jars for everyone to try.*

*After graduating, we then started working in banking and soon realised that it wasn’t what we wanted to do. We were craving a much more creative career, which is what led us to move to London to study Technology Entrepreneurship at University College London (UCL). It was here that we decided to focus our dissertation on the evolution of the drinks industry and noticed how the spirits industry was becoming so much more developed, but the mixer market was being left behind.*

*We knew that we wanted to do something about this so we devoted our year at UCL to delving deeper into the mixer market and subsequently won the UCL Bright Ideas Award for most promising start-up. This gave us the initial cash investment and a year's worth of office space in London which enabled us to start Double Dutch. And it took off from there!*

***What is it like having your twin sister as a business partner?***

*It’s great, not only are we sisters but we’re each other's best friends, which means that we are always there to support each other. We understand that playing to our strengths is really important and key to success, which is why Joyce focuses on finance and operations and I focus on sales and marketing.*

*We are always there to help one another or give the other person advice, so it’s great to have that sounding board. We also trust each other 100% and because we’re sisters, we’re able to have open and honest conversations, there’s no need to tip-toe around each other. That’s definitely a big benefit of being so close!*

***What has been your biggest learning curve on the Double Dutch journey?***

*We’ve definitely realised that you absolutely 100% have to be passionate about what you are doing. It’s not always plain sailing and there can be lots of long hours and challenges along the way, so you have to be passionate about your business in order to make it through. You get so many ‘no’s’ before you get your first ‘yes’, so it’s really important to believe in what you are doing.*

*Also, you don’t have to achieve perfection the first time around, just keep pushing and moving forward. When we initially launched we knew the product wasn’t 100% finished, we knew our labels needed improvement, but we had to launch in order to start selling, as let’s face it, London is super expensive to live in and ultimately we had to make money!*

*This enabled us to gain feedback from customers and adapt things accordingly, which was really helpful and helped us to make the product much better. When you’re a small business and just starting out, you’ll find that customers are very forgiving of your mistakes. As long as you can show you’re taking on feedback and working to improve things, you’ll generally find they are very supportive.*

***What advice would you give to other young entrepreneurs just starting out?***

*One thing that we’ve learned is super important is networking and building the people around you that can support you and your business. You can have a great concept or a great product, but ultimately you need to get out there and meet people that can introduce to you to other people. After all, there may be a million other products available, but people will always buy into people and sometimes it can be easy to forget the importance of that.*

*Knowing the right people, having the right mentors and having a great support network around you are priceless!*

***What tools or resources would you recommend to entrepreneurs looking to build their businesses?***

*Social media is really important and useful and has helped to make the world a much smaller place – there’s no one you can’t reach thanks to the power of social! From using Instagram to build awareness of your product and engage with consumers, to using LinkedIn to build your network and seek investment for your business – the possibilities are endless! We actually sourced all of our first investors by approaching people on LinkedIn, so never underestimate the power of social media.*

***You mention that mentors are important in helping to guide you when starting out in business, how would you go about finding a mentor?***

*First of all, it can be helpful to start noting down what you are looking for in a mentor. What areas or skills do you want to develop and who is best placed to help with this. Then it’s a case of literally telling everyone in your network that you’re seeking mentor, including sharing it on LinkedIn. The likelihood is that someone in your network will be able to recommend someone and may be able to introduce you. It’s also worth reaching out to industry bodies or government groups, as they can often help too.*

***What advice would you go back and give to your younger self?***

*Always trust your gut instinct, as the chances are it’s probably right! Surround yourself with the right team of people and make sure you plan for the future and not just the ‘now’.*

***How do you stay motivated when times are challenging?***

*Surrounding yourself with a great team that can help to bring your spirits up when you’re having a tough day is really important, that’s one of the positives of having a Co-Founder, we’re always there to help give each other a sense of perspective. It makes the hard days easier and the good days even better!*

***As female entrepreneurs in a historically male-dominated industry, what advice would you give other female entrepreneurs?***

*There are so many fantastic support groups out there for female entrepreneurs, so sign up to these and surround yourself with other inspiring females that you can learn from and support. It’s really important that we all support each other as that’s one way that we can help to drive change. The good news is that things are becoming much better for female entrepreneurs and we are being taken much more seriously.*

*The government has pledged to double the number of female entrepreneurs in the UK by 2030, so it is high on the priorities list and there is support available. Initiatives like BLOOM Passion Projects, which we are thrilled to be a part of, are also a great way of getting your talent noticed, while at the same time building your network and accessing free training. The fact that they are also giving away vital funding is also a great reason to get involved, as if it wasn’t for the funding and support we received from UCL, who knows if we’d be where we are today.*

BLOOM Gin is giving budding entrepreneurs the opportunity to win a share of £25,000 in funding, which will enable them to dedicate time, money and resources to taking their Passion Project to the next level. To be in with a chance of winning, entrants must visit [www.bloomgin.com/passion-projects](http://www.bloomgin.com/passion-projects) and follow the steps to submit their business proposal. Entries are now open and suitable candidates will have until midnight on 11th December 2020 to submit their entries. Entrants must be aged 25 or over. Terms & conditions apply. Visit @Bloomgin on Instagram for business inspo from some of the UK’s leading female entrepreneurs, with Instagram Lives taking place every Wednesday at 7pm.

**– ENDS –**

For more information, please contact the communications team at Quintessential Brands by e-mail communications@quintessentialbrands.com

**ABOUT BLOOM**

BLOOM Gin was born from Master Distiller, Joanne Moore’s vision to create a lighter gin that could be enjoyed by everyone. Working with only natural ingredients, Joanne created the deliciously light BLOOM London Dry Gin, which has since evolved into a full range of Fruit and Floral Fusions, including BLOOM Passion Fruit & Vanilla Blossom Gin, BLOOM Raspberry & Rose Gin, BLOOM Jasmine & Rose Gin, BLOOM Strawberry Gin Liqueur, BLOOM Lemon & Elderflower Gin Liqueur and a collection of ready to serve pre-mixed drinks.

From its delicious gin to its beautiful bottle, BLOOM Gin epitomises style, substance and sass and the brand is on a mission to encourage people the world over to #LiveFullBloom – because after all, life’s too short not too! For more, visit [bloomgin.com.](https://bloomgin.com/)

**ABOUT QUINTESSENTIAL BRANDS GROUP**

Established in 2011, Quintessential Brands Group is one of the most successful spirits companies to emerge from the UK in the last decade. The company offers a complete range of services and products to its customers across the world; producing and distributing some of the world's most-loved spirits brands, including Greenall's, the Original London Dry Gin, as well as developing and producing some of the most commercially successful retailer brands of recent years for trade customers, and co-packing for some of the world’s most well-known spirits brands.

Recognised by the industry as International Spirits Challenge Gin Distiller of the Year four times in the last five years, Quintessential Brands is renowned for its unrivalled gin distilling capabilities heritage dating back to 1761 and is emerging as one of the most dynamic new entrants in the Irish whiskey market with the Dublin Liberties Distillery. With world-class product development and manufacturing at four world-class production sites across Europe and an award-winning premium brand portfolio comprised of English Gins, Irish Whiskeys, Irish Creams and Liqueurs, Quintessential Brands is committed to being the indispensable spirits partner of choice to its customers across the world, with customers and insights at the heart of everything we do.

Headquartered in London, Quintessential Brands Group distributes its brands and services through regional business units and distributors internationally.

For more information, visit the Quintessential Brands website, https://quintessentialbrands.com.