

New Research Reveals Gin Consumers Expect More Than Ever on Sustainability

New research from The Gin Guild: consumers expect gin brands to act transparently on sustainability, packaging, climate and ethical sourcing.

LONDON, UNITED KINGDOM, May 22, 2025 /EINPresswire.com/ -- New research undertaken by The [Gin Guild](#) underscores a clear message: gin consumers expect brands to take credible, transparent action on [sustainability](#), with packaging, climate change, and ethical sourcing rising rapidly up the agenda.



The Gin Guild’s landmark consumer survey, conducted among 2,000 nationally representative adults, found that 69% of gin drinkers consider sustainability important when choosing a brand, with half actively checking for sustainability credentials on packaging or company websites before making a purchase. While taste and price remain the top priorities, there is a growing expectation for brands to demonstrate responsible practices, particularly among younger consumers, who are more likely to demand action on climate change, human rights, and ethical supply chains.

“

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Fiona Humphries, Quality & Sustainability Compliance Lead, Sipsmith

The research was conducted as part of the Gin Guild’s year-long collaboration to create the industry’s first Sustainability Toolkit for gin distillers, with consumer data highlighting:

- Sustainability is a must: 69% of gin drinkers say it matters when choosing a brand; 50% check credentials before buying.
- Packaging matters: Packaging is the most visible sustainability issue for consumers, with 48%

believing gin brands are addressing it well, and 31% identifying it as a top priority for future action.

- Transparency is key: Consumers look for clear, credible information—preferably on-pack or via brand websites. However, 31% admit they do not check at all, highlighting the need for brands to make sustainability information more accessible.
- Younger consumers drive the agenda: Those aged 18-24 are the most informed and vocal in demanding action on climate change, ethical sourcing, and human rights.
- Social responsibility: Human rights, employee wellbeing, and responsible business practices are seen as equally important as environmental issues, with 32% prioritising human rights and 36% employee wellbeing for the future.



The Gin Guild Sustainability Toolkit: A Practical Response

Developed in collaboration with leading distillers, sustainability experts, and industry stakeholders, the Toolkit provides actionable guidance for distilleries of all sizes, offering ‘baby steps, next steps, and stretch goals’ to help brands at every stage of their sustainability journey. It covers emissions reduction, water stewardship, waste management, packaging innovation, biodiversity, ethical sourcing, and robust governance.

The Toolkit also responds to the industry’s priorities: Recent Gin Guild member research shows that producers prioritise water stewardship, waste management, energy consumption, and responsible sourcing, mirroring consumer concerns.

Industry Voices:

Pal Gleed, Director General of The Gin Guild:

“Consumers are increasingly looking to brands that align with their values. The Sustainability Toolkit is a response to this demand. We wanted to equip distillers with a practical resource that could guide their sustainability journey and empower them to make choices that are not just ethical but achievable. As an industry rooted in tradition and craftsmanship, we have both a responsibility and an opportunity to lead by example. The generosity of our member experts in shaping and supporting the project is a testament to the shared vision of sharing knowledge and best practice for the greater good.”

Dr Anne Brock, Master Distiller at Bombay Sapphire (Bacardi):

“Sustainability runs through many facets of our operations at Bombay Sapphire, acting as a blue thread that defines how we operate as a brand - a credibility we’ve carefully nurtured and refined over the past 25 years. We’re proud to contribute to this toolkit as a meaningful step toward greater collaboration and progress across the gin industry.”

Fiona Humphries, Sipsmith:

“This isn’t just about compliance; it’s about the industry coming together to share knowledge and expertise to encourage as many gin distilleries as possible to adopt the ideas in the toolkit. For new distilleries starting out on their sustainability journeys, the Toolkit provides invaluable information about the practical steps that they can take today to make meaningful progress, both to protect people and the planet, as well as saving money.”

The Gin Guild is calling on distillers across the sector to use the Toolkit to improve their practices and communicate their progress with honesty and clarity. As the industry faces increasing scrutiny from retailers, regulators, and consumers alike, credible action on sustainability is now essential for future growth and resilience.

The Gin Guild’s annual global conference [Ginposium](#) takes place on Friday, 13 June 2025 in London

About The Gin Guild:

The Gin Guild is an international organisation dedicated to promoting excellence in gin production and advancing the craft of distillation worldwide. With members ranging from micro-distilleries to global brands, The Gin Guild serves as a hub for knowledge-sharing, innovation, and advocacy within the industry.

About the Gin Guild Sustainability Toolkit

The Gin Guild Sustainability Toolkit is the gin industry’s first comprehensive guide to sustainable practices, designed to help distilleries of all sizes reduce their environmental impact, meet rising consumer expectations, and future-proof their businesses. Developed through a year-long collaboration with leading distillers, sustainability experts, and industry stakeholders, the Toolkit features contributions from Dr Anne Brock (Bombay Sapphire/Bacardi), Will Edge (Greensand Ridge Distillery), Fiona Humphries (Sipsmith), and representatives from global brands including Diageo, Pernod Ricard, and 58 and Co.

The Toolkit provides practical, actionable strategies across key areas such as greenhouse gas emissions, water conservation, waste management, packaging innovation, biodiversity, ethical sourcing, and governance. Structured to be accessible for both global brands and pioneering micro-distilleries, it offers step-by-step guidance- ‘baby steps’, ‘next steps’, and ‘stretch goals’ - making credible sustainability achievable for every distillery.

Free to Gin Guild members and available to non-members for a fee, the Toolkit is more than a

compliance guide: it is a sector-wide roadmap, backed by research and industry expertise, empowering gin producers to drive meaningful change and share best practice for a greener future.

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