

THE WORLD'S LARGEST-SELLING GIN BRAND COMES FROM... THE PHILIPPINES

CONFERENCES

Teodorico Lasin

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The scale and demographics of Asia throw up some disconcerting facts about alcohol consumption and preferences. Forget the long-standing history of gin production in the Netherlands and Great Britain, the world's largest-selling brand of gin today comes from the Philippines, as **Teodorico Lasin** from Ginebra San Miguel explained. Far be it from companies such as Ginebra San Miguel, however, to minimise the influence of the Old World countries on the inception and subsequent popularity of gin around the other side of the world.

The company is hardly a newcomer on the scene either – it was established in 1834 and throughout its almost 182-year history has carved out a reputation for itself as an iconic gin brand. Made from juniper berries, Ginebra San Miguel is a Dutch-like gin with a strong juniper taste and portrays itself as a full-bodied spirit from the Philippines.

It boasts a staggering 95% share of the domestic gin category, selling a total 15-20 million cases a year between 2011 and 2015, which makes it the largest-selling gin brand in the world.

Its history and experience also make it a trailblazer in the category and during the Asian Wine & Spirits Silk Route Tasting and Forum, Teodorico Lasin hosted a masterclass to show how the product is moving with the times. In response to a global trend towards premiumisation, the company has launched a 35% ABV premium gin targeting younger consumers. Its technical services group manager also gave attendees a sneak preview of its latest product, the super premium label 1834, which has yet to be released.

Its fruity and floral flavour profile, a departure from the more classic gin styles, looks set to appeal to whole new consumer audiences. Ginebra San Miguel has also pioneered a range of ground-breaking marketing initiatives including celebrity endorsements and close ties with the sporting world.

However, Teodorico Lasin believes that the company's long-lasting success is rooted in the consistent quality of its products and the genuine involvement of its employees in each aspect of the firm – which also produces other spirits – and its brands.

