



SecondLanguage.
Design Consultants

Drinks Brands Brochure

A bit about us...

We create clever designs that work

We are passionate about all things creative, but, our superpower lies within the drinks industry!

From new product development, branding, design and creating spaces in bars, we have a nose for what works and gets people all fizzy.

When we receive a new brief from one of our clients below that trusts us time after time with their brands, we get all stirred up and quickly get to work, we are visionary, agile, and strategic in our work, have a keen eye for detail, and deliver a full-bodied result.

We are a premium agency, so get in touch with your project ideas today.

Here are some of the brands we've created campaigns for:



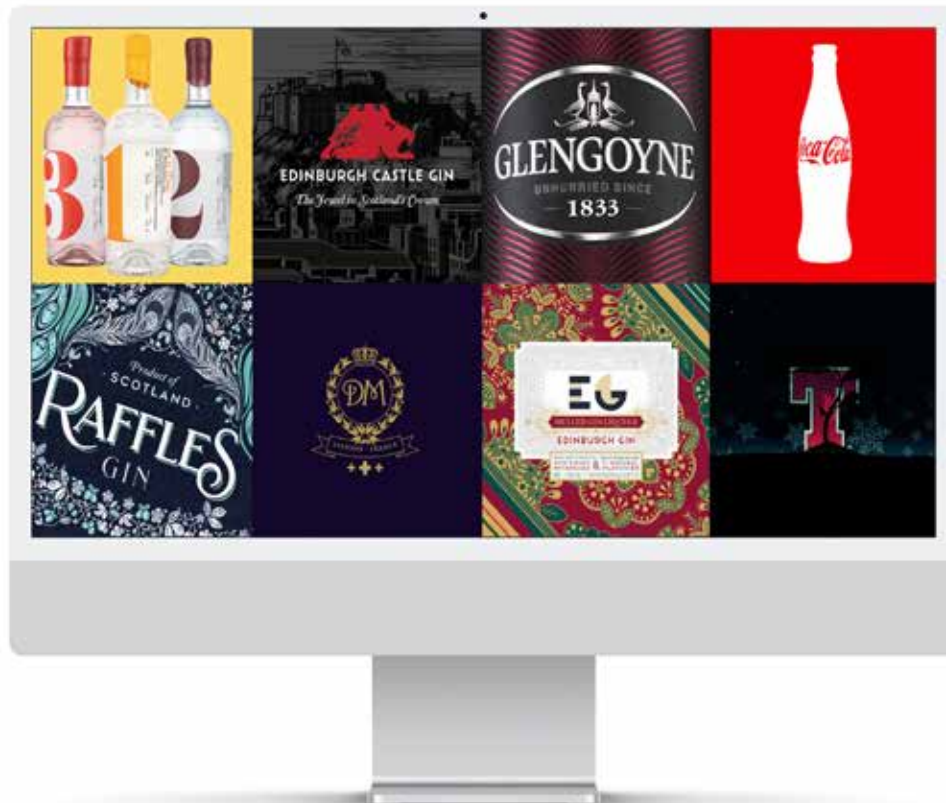
The following pages show a selection of work from our portfolio

As you'll see, we fuse style with substance, so whether content should be king or something more visual to be the hero of the piece, we deliver a campaigns that grab the attention and imagination.

Portfolio categories:

Branding & Packaging · Advertising · Digital · Experiential Campaigns & Events

Point of Sale · Merchandise · Bar & Event Branding



Branding & Packaging



Edinburgh Gin Small Batch Edition



Glengoyne Single Malt Scotch Whisky



Glengoyne Single Malt Scotch Whisky



Mia Veritas Champagne



GC Ferrari Coffee



C&C Group // J&R Copper



C&C Group // Jeffrey's Lager

SMOOTH GOLDEN ALE
BREWED IN SCOTLAND





Noyau de Poissy



Liqueur de Paris



Lanson Brands // King Cnut Liqueur



Lanson Brands // Desmaitres Champagne



Edinburgh Castle Gin



Raffles Gin



Edinburgh Gin



Edinburgh Gin



Edinburgh Gin



Edinburgh Gin x Belhaven

Advertising



Tamdhu Single Malt Scotch Whisky



Crafting Spirits With Passion



A Family of Individuals

Our independently-owned business draws on over 80 years of passion, skills and expertise, to lovingly create our family of brands. Each one of our unique spirits have their own personality. So whatever your customers' preference or style, you'll definitely find something perfectly crafted to suit them.

www.ianmacleod.com | uk@ianmacleod.com

© 2015 Ian Macleod Distillers. All rights reserved. Ian Macleod Distillers is a registered trademark of Ian Macleod Distillers.

Ian Macleod Distillers

LANGS
Crafted with the finest
JAMAICAN RUM

**"SMOOTH *and* TROPICAL,
 LIQUID SUNSHINE"**

Imported from Jamaica, Langs Rum is a blend of molasses-rich pot and column distilled rums, blended and infused with natural fruit flavours.



LANGS PINEAPPLE
 JAMAICAN RUM

LANGS BANANA
 JAMAICAN RUM

LANGS MANGO & CIDER
 JAMAICAN RUM

NEW
 Awarded 1st in the National
 growing segment
 with 100% natural
 ingredients

Langs Rum is part of the National Distillers
www.langsrums.co.uk
 © 2018 Langs Rum Ltd.



Real rum is an experience
 and more is better than never.

Langs Rum



Pig's Nose Blended Scotch Whisky



Smokehead Single Malt Scotch Whisky



Smokehead Single Malt Scotch Whisky



GLENGOYNE
SINGLE MALT SCOTCH WHISKY

PROTECTING OUR FUTURE

While we respect the past, we also care about the future.

Our liquid waste is cleaned in CO2-capturing reed beds and our solid waste is harvested for enough energy to power 354 homes each year.

Just like the geese who visit our glen each winter, we harness the power of wind to help us reach our destination by sourcing all our electricity from turbines.

So with each sip of Glengoyne we raise our glass to a greener future.



Glengoyne is part of The MacLeod Distillers
www.glengoyne.com | www.themacleod.com | thebottlemarket.com
 © 2014 The MacLeod Distillers

THE MACLEOD
DISTILLERS

Glengoyne Single Malt Scotch Whisky


GLENGOYNE
 HIGHLAND SINGLE MALT SCOTCH WHISKY



TAKE YOUR TIME.
 WE HAVE.
 UNPAIRED SINCE 1833
www.glengoyne.com

Whisky is stronger with time.
www.glengoyne.com


 Glengoyne is part of Ian Macleod Distillers
www.ianmacleod.com | www.glengoyne.com



Glengoyne Single Malt Scotch Whisky



Edinburgh Gin



EDINBURGH GIN YOUR MUST STOCK GIN THIS SUMMER

OUR LONDON DRY AND 40% ABV FLAVOURED GINS
TASTE DELICIOUS WITH PREMIUM TONIC

— FILLED WITH —
WONDER

Edinburgh Gin is part of Ian Macleod Distillers
www.ianmacleod.com | uk@ianmacleod.com | For the best [drinkwonder.co.uk](https://twitter.com/DrinkWonder)
 #EdinburghGin #DrinkWonder

Edinburgh Gin



Edinburgh Gin

EDINBURGH GIN

**BUY 4 x BOTTLES FROM RANGE
GET 70CL EDINBURGH GIN CLASSIC
+ 6 x EDINBURGH GIN
STEMLESS GLASSES FREE***

*BUY ANY 4 BOTTLES FROM THE FOLLOWING RANGE:
EDINBURGH GIN CLASSIC 70CL, EDINBURGH GIN RASPBERRY LIQUEUR 50CL,
EDINBURGH GIN RHUBARB AND GINGER LIQUEUR 50CL.

**THE PEPPERCORN
(DRINKING LIQUEUR)**

INGREDIENTS
30ml Edinburgh Gin Raspberry Liqueur
20ml Edinburgh Gin Classic
30ml Elderberry Juice, Lemon Juice
Cracked Black Pepper
Raspberries to garnish

METHOD
Fill glass with ice cubes.
Add Edinburgh Gin Classic, Raspberry
Liqueur and elderberry juice.
Top up with tonic or splash of lemon
juice and serve you beautiful pepper
Cocktail with raspberries.

CLASSIC GIN & TONIC

INGREDIENTS
30ml Edinburgh Gin
Premium tonic water
Orange peel to garnish

METHOD
Add up to a glass.
Pour in 30ml of Edinburgh Gin.
Top up with premium tonic water.
Squeeze the orange peel over the glass
ice and shake to release essential
oil. Garnish with the orange peel.

**RHUBARB & GINGER GIN LIQUEUR
WITH GINGER ALE**

INGREDIENTS
30ml Edinburgh Gin
Rhubarb & Ginger Gin Liqueur
Ginger Ale
Lime wheel to garnish

METHOD
Add ice to a glass.
Pour the gin to your over ice and
add ginger ale.
Garnish with a lime wheel.

— FILLED WITH —
WONDER

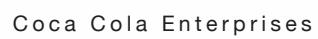
EDINBURGH GIN IS PART OF IAN MACLEOD DISTILLERS
www.ianmacleod.com
Edinburgh Gin encourages responsible drinking to www.drinkaware.co.uk

**IAN
MACLEOD**
DISTILLERS

Edinburgh Gin

Digital & Social



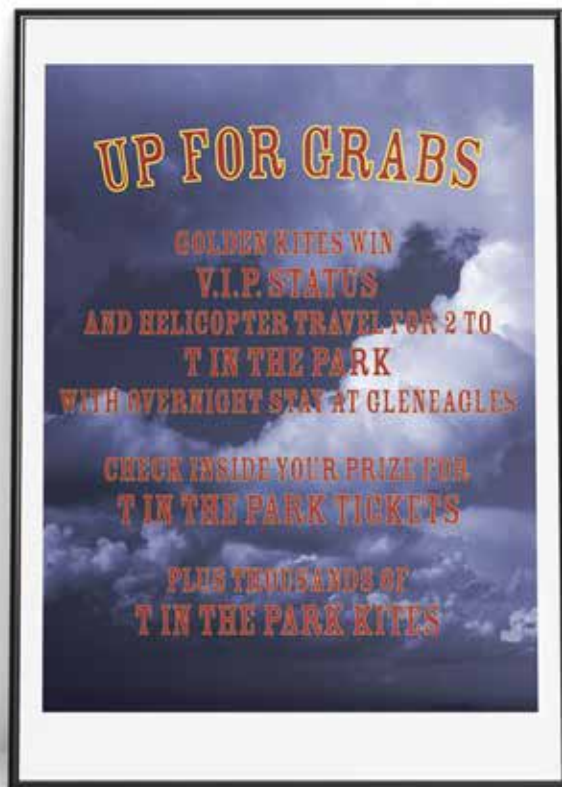


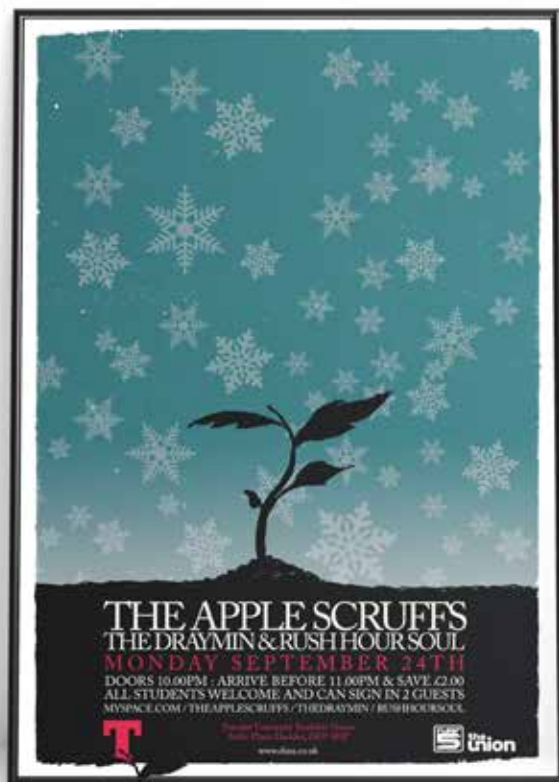


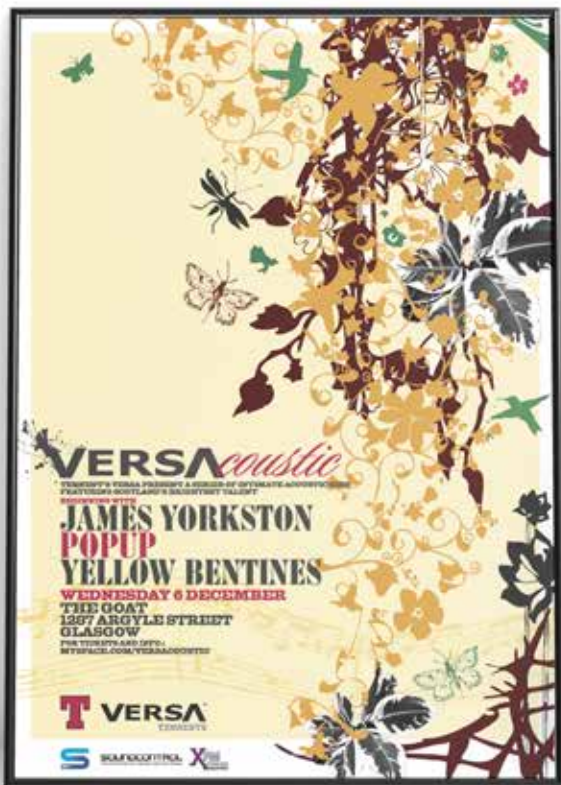
Edinburgh Gin Trail Animated Map

Experiential Campaigns & Events









Point Of Sale



Edinburgh Gin



Edinburgh Gin



Langs Rum



Smokehead Whisky



Edinburgh Gin



Edinburgh Gin

Merchandise



Tennent's Lager // The Tennent's Mutual Festival



Edinburgh Gin



Tennent's Lager // Triptych Festival



Langs Rum



Tennent's Lager x The Scottish Football Association

Bar & Event Branding



The Edinburgh Gin Bar



The Royal Highland Show Edinburgh



The Royal Highland Show Edinburgh



Edinburgh Gin Garden at Chester Racecourse



Edinburgh Gin Trackside Advertising at Chester Racecourse



Edinburgh Gin Sponsorship at Café Bar 1912 Edinburgh



Edinburgh Gin x Lucinda Russell Racing



Edinburgh Gin Trackside Advertising at Musselburgh Racecourse



Edinburgh Gin Bar at Musselburgh Racecourse

SecondLanguage.
Design Consultants

Telephone +44 (0) 845 163 0736

www.drinksbrands.second-language.co.uk