



DRINK THINK PRESENTS

DRINK THINK

ScotHot

SEC GLASGOW

24TH - 25TH FEBRUARY 2027



SCOTHOT · SEC GLASGOW · 24-25 FEBRUARY 2027

LIQUID ACADEMY LIVE 2027

— FEATURING THE CALEDONIAN BARTENDERS CUP

Show overview & partnership opportunities

HOSTED BY SCOTT GEMMELL

THE SHOW AT A GLANCE

SCOTLAND'S DRINKS STAGE IS BACK

Liquid Academy Live is ScotHot's dedicated drinks stage — two days of the hottest trends and products, brought to life through conversation, live demos and audience tastings. Created, curated and hosted by Drink Think, it puts brands in front of Scotland's bartenders, bar owners, hoteliers and restaurateurs.

2

DAYS ON THE STAGE

12

CURATED SESSIONS

1

LIVE COCKTAIL FINAL

1

HEADLINE SPONSOR



CONVERSATION

Panels with the people shaping the trade, led by SLTN and the SLTA.

TASTING

Meet-the-maker sessions that put new products straight into the audience's hands.

COMPETITION

The Caledonian Bartenders Cup final brings day one to a showstopping close.



YOUR HOST

SCOTT GEMMELL, DRINK THINK

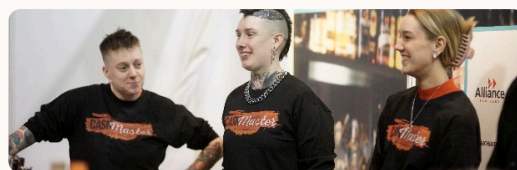
Founder of Liquid Academy and seasoned compere of drinks stages at Imbibe Live, Whisky Live, Rumfest and ScotHot.

THE MAIN EVENT · DAY ONE, FROM 15:00

CALEDONIAN BARTENDERS CUP 2027

ScotHot's own cocktail competition final, live on the Liquid Academy Live stage.

The CBC is the ultimate way to get your products into the hands of bartenders and mixologists. Competitors enter their recipes through social media — tagging our sponsors in every post — building months of online momentum before the showstopping live final that crowns the 2027 champion.



BEFORE THE FINAL

- Competition brief written around your product
- Online build-up across ScotHot & Drink Think channels, Nov–Feb
- Logo in SLTN advert and SLTA / HitScotland networks
- Logo on the online entry process

ON THE DAY

- Your product used on stage by every finalist
- Logo on screen throughout the live final
- Video, photos and interviews of your brand in action

AFTER THE SHOW

- Post-event social interview with the 2027 champion
- On stage for the prize giving and photo call
- All media yours to use across your own channels
- Targeted reach to Scotland's top bars & hotels

JOINT HEADLINE SPONSOR

£2,450 + VAT

EXCLUSIVE SPONSOR £4,950 + VAT

PARTNERSHIP OPPORTUNITIES

WAYS TO BE PART OF THE STAGE

HEADLINE SPONSORSHIP

One exclusive headline partner · excludes the CBC

£4,950 + VAT

- Exclusive headline sponsorship of the whole stage
- Logo on the ScotHot LA Live web page
- Tagged in ScotHot & Drink Think social posts
- A seat in one relevant meet-the-maker session
- Stand mentions from the stage by Scott Gemmell
- Your logo on the LA Live stage backdrop
- Name check in press announcements
- 3m × 2m (6m²) stand with product display
- Photo and video opportunities throughout
- Exhibitor profile, show guide listing & lead-scanning app

TAKEOVER SESSION

£1,000 + VAT · exhibitors only

Own the stage for 45 minutes — a presentation, product demo or competition. Your idea, curated and brought to life by the Drink Think team, with your logo on screen and a place in the printed schedule.

MEET THE MAKER

£250 + VAT · exhibitors only

Showcase one product in a curated panel of up to five brands: time to tell your story, an audience tasting, open discussion and your logo on screen.

SECURE YOUR PLACE ON STAGE

Scott Gemmell · Founder & Managing Director, Drink Think

scott@drinkthink.net · 07595 624915 **WATCH LIQUID ACADEMY LIVE ON INSTAGRAM**

MORE WAYS TO GET INVOLVED

SPONSOR A TRADE PANEL

Two of the stage's biggest conversations, each with room for one sponsor. Put your brand in the hands of a room full of operators, bar owners and decision-makers as the session opens.

PANEL SESSION SPONSOR

One sponsor per session · rate per session

£400 + VAT

plus stock for 60 drinks

- A drink in every guest's hand as the session opens (up to 60 serves)
- "In association with" billing on the session
- Your logo on screen throughout the session
- Name check from the stage by Scott Gemmell
- Tagged in ScotHot & Drink Think social posts for the session
- Photo and video of your serve in the room

PANEL · WITH SLTN

DRINKS INDUSTRY QUESTION TIME

Wed 24 Feb · 11:15–12:00

Scottish Licensed Trade News puts top operators and industry voices in the hot seat for a live, free-flowing debate on the topics shaping our trade.

Late-morning slot: a highball, spritz, low/no serve or RTD works brilliantly.

PANEL · WITH THE SLTA

SCOTTISH LICENSED TRADE ASSOCIATION

Thu 25 Feb · 10:30–11:15

The SLTA leads a frank look at the politics, legislation and trading conditions facing Scottish hospitality, and the initiatives to help it flourish.

Opening session of day two: a low/no, coffee cocktail, highball or RTD serve suits the morning.

Book a panel sponsorship: scott@drinkthink.net · 07595 624915

MORE WAYS TO GET INVOLVED

THE BARTENDER'S GOODIE BAG

A bag of innovation for the front line of the profession. Every guest booked for the Head Bartenders' Afternoon Tea, plus the Caledonian Bartenders Cup champion and competitors, takes one home. Made for brands who truly value the people behind the bar.

GOODIE BAG PARTNER

Per brand · one bag, 60 hands

£75 + VAT

plus 60 items

- Your product, tool or offer in 60 bags, straight into professional hands
- Reaches Scotland's head bartenders and its top competition talent
- Your brand listed on the goodie bag card
- Name check from the stage at the Afternoon Tea and the CBC prize giving

EXCLUSIVE · ONE BRAND

BAG SPONSOR

Your branding on the printed bag every guest carries home and around the show floor.

£150 + VAT

plus 60 printed bags

WHO GETS ONE

HEAD BARTENDERS' AFTERNOON TEA

Wed 24 Feb · 14:00–14:45

Every guest booked for the session: head bartenders and bar leaders shaping Scotland's best menus.

WHO GETS ONE

CALEDONIAN BARTENDERS CUP

Wed 24 Feb · 15:00–17:30

The 2027 champion and every competitor in the live final: the rising stars of Scottish bartending.

WHAT WORKS IN THE BAG

Bar tools and kit · miniatures and samples · syrups, bitters and mixers · garnishes · tech trials and app subscriptions · trade discounts · anything a modern professional bartender will use.

Become a goodie bag partner: scott@drinkthink.net · 07595 624915

STAGE SCHEDULE · DAY ONE

WEDNESDAY 24 FEBRUARY

SUBJECT TO CHANGE

10:15–11:00
**MEET THE
MAKERS ·
TASTING**

TO BE OR NOT TO ABV

No and low is an exciting new dimension for operators across every part of food and drink. Meet the makers, taste the category's best and enjoy some genuinely innovative products to elevate your alternative-to-alcohol offer.

Featuring: [Speakers / brands to be confirmed]

11:15–12:00
PANEL

DRINKS INDUSTRY QUESTION TIME

Scottish Licensed Trade News invites top panel guests to a live, free-flowing discussion from an operator and drinks industry perspective, covering the leading and trending topics shaping the future of our game.

Featuring: [Panel guests to be confirmed] · Session sponsor available, £400 + VAT

12:15–12:45
FEATURE

HOMEGROWN HEROES

A feature celebrating successful Scottish homegrown brands, from small and medium to large-scale producers. A conversation about scalability and diversity across the spectrum of Scottish distilling.

Featuring: [Speakers / brands to be confirmed]

13:00–13:45
**MEET THE
MAKERS ·
TASTING**

THE NEW MAESTROS OF MIXOLOGY

Meet the makers leading innovation in flavour systems — liqueurs, bitters, syrups, sodas, vermouth and garnishes — as top guest bartenders use them live to create colourful, tasty, Instagrammable drinks for guests to taste.

Featuring: [Guest bartenders & brands to be confirmed]

14:00–14:45
**NETWORKING
· TASTING**

HEAD BARTENDERS' AFTERNOON TEA

A conversation about the current and future world of bartending, with tastings of new products and flash introductions to exciting brands. Those brands also feature in a goodie bag for the first 50 people who sign up and attend.

Featuring: [Brands to be confirmed] · Goodie bag partners welcome, £75 + VAT

15:00–17:30
**COMPETITION
FINAL**

CALEDONIAN BARTENDERS CUP 2027

ScotHot's own cocktail competition final, crowning the 2027 champion live on stage.

Featuring: [Speakers / brands to be confirmed]

STAGE SCHEDULE · DAY TWO

THURSDAY 25 FEBRUARY

SUBJECT TO CHANGE

10:30–11:15
PANEL

SCOTTISH LICENSED TRADE ASSOCIATION

Led by the SLTA, a frank look at the politics and legislation shaping Scottish hospitality, the current conditions operators are trading in, and the future initiatives that will help our industry flourish.

Featuring: **[Panel guests to be confirmed]** · Session sponsor available, £400 + VAT

11:30–12:15
**MEET THE
MAKERS ·
TASTING**

THE INTERNATIONALISTS

A stage set for the rest of the world: a platform for international brands to tap into Scotland's vibrant economy and marketplace, and to inform, train and sample key operators looking to innovate their menus and drinks offers.

Featuring: [Speakers / brands to be confirmed]

12:30–13:15
**PRODUCT
FEATURE**

RISE OF THE MACHINES

From AI, automation and smart software to the latest equipment, specialised devices and products — the technology that can massively increase efficiency and speed of service behind the bar and across the floor.

Featuring: [Speakers / brands to be confirmed]

13:30–14:15
**TASTING ·
TALK**

READY TO DRINK

RTD innovation: a tasting and talk on how ready-to-drink serves save time and money, maintain quality and simplify supply chains.

Featuring: [Speakers / brands to be confirmed]

14:30–15:15
**TAKEOVER
SESSION**

BRAND TAKEOVER

A partner brand takes over the stage for 45 minutes with a demo, talk or competition of its own. Brand to be announced.

Featuring: [Brand to be announced]

15:30–16:15
**TALK ·
TASTING**

DIVINE WINES & BEAUTIFUL BEERS

A time and space for top suppliers and distributors to cherry-pick some of their finest beer and wine brands and showcase them on stage in a combined talk and tasting, inspiring innovation across drinks menus.

Featuring: [Speakers / brands to be confirmed]