

LOCAL & GLOBAL

THE GLENWYVIS DISTILLERY NEWSLETTER

February 2017

A 'LOVELY' OFFER FOR VALENTINE'S DAY

GLENWYVIS GIN AND GLENWYVIS CHOCOLATES, THE MOST ROMANTIC COUPLE!

Sweet-hearts and gin-lovers, we have a special Valentine's treat for you and the ones you love! A 200ml bottle of **GlenWyvis** gin and **TWO** boxes of **GlenWyvis** Chocolates – all gift-wrapped in the tube and complete with a message card for your Valentine.

Members only – £19.99 plus P&P includes gift-wrapped in tube as per pic, gift card with choice of message, 200ml gin and two boxes of chocolates of your choice.

Non-members – £24.99 plus P&P, details as above. Local stockists also have a limited supply of gift-wrapped packs containing both boxes of chocs & 200ml gin at £19.99 RRP.

For the chocolates:

Red box – the **GlenWyvis** Gin, Strawberry & Cracked Black Pepper Heart and the **GlenWyvis** Gin, Blueberry & Lime Square.



Gold box – the **GlenWyvis** Gin, Orange & Coriander Truffle and the **GlenWyvis** Gin & Sour Cherry Square.



You can choose two gold boxes, two red boxes, or one of each. Order by Friday 10th to ensure delivery for Valentine's Day.



Once again we would like to thank all our members for their continued support. We know there are a lot of gins out there! So we encourage you ALL to buy your OWN gin from YOUR distillery and encourage all your friends and family to do the same!

DO YOU KNOW AN AMBITIOUS DISTILLERY MANAGER?

THE GLENWYVIS DISTILLERY MANAGER'S JOB WILL BE AN OPPORTUNITY TO MAKE HISTORY

The board of **GlenWyvis** Community Benefit Society is currently putting together a full job description for the role of Distillery Manager here at the world's first 100% community-owned whisky distillery. We aim is to recruit a passionate and ambitious individual by early summer 2017 who will then work with the team as the distillery building develops and who will take full responsibility from the outset for producing a spirit of the very highest quality.

The chosen candidate will be responsible for training the new production team and for managing the distillery site. Working with the board and the commercial and marketing teams to help develop the **GlenWyvis** brand and new product lines, the Distillery Manager will have specific responsibilities for spirit development and quality, production planning and measurement, stock control, and the wider site management, security and compliance. Naturally, the successful candidate must have a qualification in brewing or distilling and have practical experience in distillation. The job will be advertised shortly – with a full outline of the role and responsibilities – as well as details of the accommodation provided. Our aim is to recruit someone who has supported our project and who shares our historic ambitions for **GlenWyvis**.

GLENWYVIS FOUNDATION STONE LAID ON BURNS' DAY



As announced in January's newsletter, we launched a limited edition whisky on Burns' Day to mark the laying of our foundation stone. The limited batch of 1,600 bottles of Highland Inspiration, a single malt Scotch whisky carefully selected and bottled for **GlenWyvis**, celebrates the fact that we are building on historic foundations. Highland Inspiration is now exclusively available to our 2,600 founding members, before any remaining bottles are released to the public in March.

At the launch, the distillery also confirmed that it would become a business partner of The North Coast 500 from the 1st of March – and that plans for an interim visitor experience in Dingwall are currently being explored with the community.

GlenWyvis Distillery founder and board member, John Mckenzie said: "We are very excited about the new partnership with The North Coast 500. We are now working with the NC500 marketing team to explore how we can maximise the benefit this partnership will bring to Dingwall and the local area from early summer 2017."

Mr Mckenzie also took the opportunity to explain that while the initial share issue was closed, the distillery had continued to honour investment enquiries from local people throughout 2016, and would continue to do so, while the board sought to reduce to a minimum the bank lending required to complete the project.

Local **GlenWyvis** investor and businessman, David Stephen, commented: "It is exciting to see the site taking shape as construction progresses – and the launch of Highland Inspiration marks another milestone. Like many of the original investors, I was attracted to this project by its potential to boost the rejuvenation of Dingwall. And, of course, this new partnership between the distillery and the NC500 can only help to bring more people into the town itself to learn the area's whisky heritage."



GLENWYVIS 'BASECAMP' TO FEATURE ON THE NORTH COAST 500



A highlight of our partnership with the **North Coast 500** will be featuring on the new NC500 Passport to be launched in April. The passport enables the holder to visit key attractions on the route to get their 'passport' stamped. While this is very exciting, it represents a challenge for us, while the distillery is still under construction! So we are pressing ahead with plans to establish '**GlenWyvis Basecamp**' on **Dingwall High Street**. This will provide a reception area where visitors can learn all about the world's first 100% community-owned distillery currently being built high on the hill overlooking the town itself. **Basecamp** will be the start of the journey for us and for all our visitors.

The GlenWyvis story features in The Times

GlenWyvis recently welcomed freelance journalist and filmmaker Hazel Sheffield to Dingwall to talk about how our community-ownership model can help to rejuvenate the town. Hazel's article - 'The pick-me-up for an entire Highlands town' - featured in the business section of **The Times** on Burns' Day and coincided with the launch of our celebratory whisky, Highland Inspiration.

Beyond visiting the distillery site itself, the **GlenWyvis** team also showed Hazel the former Ferintosh distillery on the Black Isle, and managed to squeeze in a visit to Glen Ord distillery to learn about whisky production. Another output of the visit, was a **short film** about **GlenWyvis** that Hazel made for her website **farnearer.org**, a year-long journalistic project to celebrate community-led economic resilience and sustainability across the UK. The film features interviews with **GlenWyvis** founder John McKenzie, history curator Cait Gillespie, and local investor Laurie Meddle.



WE'RE GEARING UP FOR 2017 EVENTS

We are planning a busy schedule of events for this year – throughout the North and beyond. We are currently refurbishing the **GlenWyvis** trailer-bar – or the 'gin wagon' as we affectionately call it! – and it's going to be a regular feature out and about in the Highlands from late April. It gives us a mobile base for spreading the word about the **GlenWyvis** story, and hosting our gin tastings and other themed food and drink events.

We've already got the 'gin wagon' booked into **The Black Isle Show** in August – which will be just one of many events where you will be able to meet us this year.

SEEKING INFORMED INSIGHTS FROM OUR MEMBERS

In the next month, we will embark on a programme of market research to provide us with an in-depth understanding of our members' expectations and consumer needs. The research will be conducted by a professional market research company and will help to provide a foundation for our brand and sales development strategy based on solid insights from members and the wider target market.

Focused on an online survey, the subsequent analysis of the research will help us to identify where future opportunities exist for **GlenWyvis** within a competitive market, and how the **GlenWyvis** brand and product range can be best positioned and promoted to fulfil consumer needs. We would encourage members and all our other followers to complete the survey when it is released – and we will be offering incentives! We will send a link to the survey to all members, and promote it on our social media.

What's your GlenWyvis story?

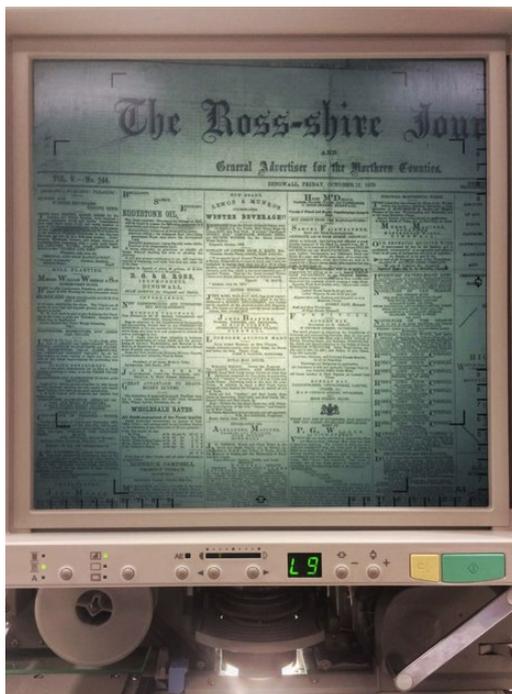
We want to capture the story of **GlenWyvis** as it unfolds, and we want you to help tell the story. **GlenWyvis** is after all 'owned by all' and by investing in **GlenWyvis**, you are now part of our history.

So would you like to tell us more? Why did you invest in **GlenWyvis**? What's your connection to whisky? Or is your connection to Dingwall and the local community? Was one of your family involved in the whisky making? Or perhaps you are more interested in our renewable energy? If you would like to tell your story, please get in touch with our History Curator **Cait Gillespie** at cait.gillespie@glenwyvis.com or call **01349 862005** for an informal chat.

GlenWyvis sponsors the Neil Gunn Writing Competition

Our support for the annual Neil Gunn Writing Competition was included as part of our set up costs – and continues again this year. Although he was originally from Caithness, Gunn lived for a long time in Brae Farmhouse at Heights of Brae, Dingwall – just along the road from **GlenWyvis**. During the early days of his writing career, Gunn supplemented his income by working as an excise officer and even wrote a book called *Whisky and Scotland* (1935). The book sits proudly in our ever-growing whisky library – and has been well thumbed by the **GlenWyvis** team!

The story writing competition has four categories with themes all taken from Gunn's writing. The lead judge this year is Michel Faber, author of *The Crimson Petal and the White* and *Under the Skin*, and one-time winner of the competition. The closing date for entries is 3rd March and full details can be found on the **Highlife Highland website**.



EXPLORING ROSS-SHIRE'S WHISKY HERITAGE

GlenWyvis history curator Cait Gillespie recently met up with Sandra MacDonald of the Dingwall History Society, who has a vast knowledge of local history. Sandra pointed Cait in the direction of Dingwall Library, which has copies of the Ross-shire Journal dating back to its inception in the 1870s. The newspaper is only available to view on microfilm, but undeterred by the 'retro' technology (pictured), Cait tracked down an article about Ben Wyvis Distillery in Dingwall from October 17th 1879.

The writer of the article was Mr D.G. Ross, the distillery's 'spirited proprietor', who was also the town's bailie and ironmonger. In October 1879, Ben Wyvis Distillery had only been in operation for three weeks, but Ross had presented samples of the new-make spirit to friends and neighbours who professed to 'know good whisky' – and was keen to hear their thoughts. Their verdict: Mild, pure-looking and lacking 'the strong smell that usually characterises new whisky'. A good start!

