



LOCAL & GLOBAL

THE GLENWYVIS DISTILLERY NEWSLETTER

June 2017

YOUR DISTILLERY IS RISING OUT OF THE GROUND



Distillery Build Update June

The **GlenWyvis** Distillery construction site will be transformed through June as contractors get to work assembling the steel frame. James Evans & Sons will deliver and erect the frame, significantly moving the build forward and up out of the ground. After months of preparatory work, the distillery will finally be three-dimensional!

This means that the overall build project remains on-schedule. The distillery floors are now in place, and foundation works for the bonded warehouse are now complete. Over the coming weeks, once overhead powerlines have been buried, we will be improving road access to the site, in anticipation of increased activity over the summer.

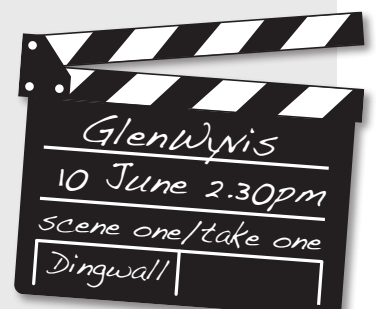
And finally, four lucky **GlenWyvis** members are all set to visit Forsyths of Rothes next week to see the two **GlenWyvis** stills in the final stages of fabrication.

THE FINAL CASTING CALL!

This Saturday, 10th June, we will film the final scene of our new **GlenWyvis** film – and we really want you to be part of it!

We are working with Dingwall-based **DP Digital Media** to create a short film that celebrates the community spirit of **GlenWyvis**, as well as its historic foundations, and local scenic landmarks such as Ben Wyvis and the River Skiach. For a sneak-peek of the film footage so far, visit our **Facebook page**.

So if you are free from 3pm-6pm on Saturday 10th June and would like to take part, please get in touch with Cait at cait.gillespie@glenwyvis.com for more information.



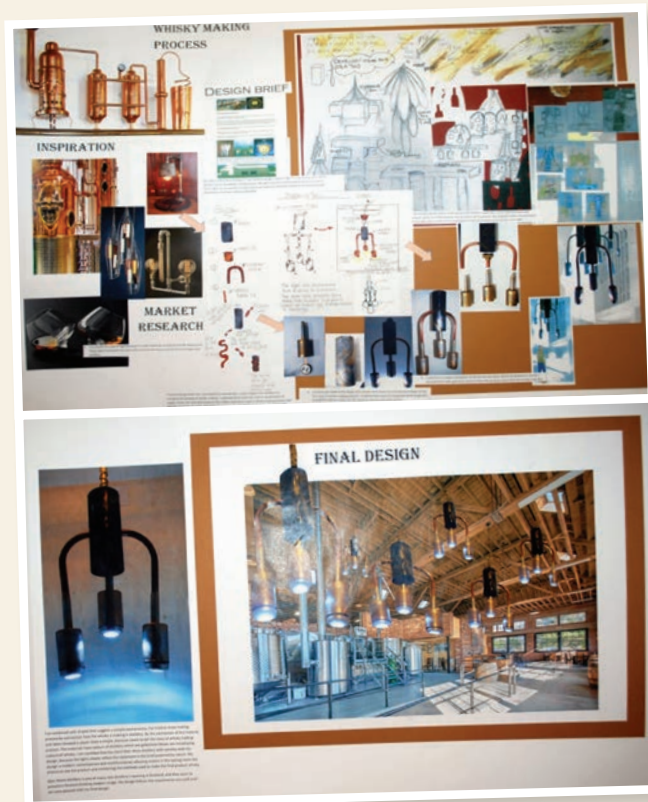
ART STUDENTS LIGHT UP GLENWYVIS

Students at Dingwall Academy may not be old enough to enjoy a dram, but **GlenWyvis** Distillery recently provided inspiration in another form. Students studying art and design at National 5 and Higher levels have spent the last term designing lights for a modern, community-owned distillery!

Kirstie Trimble, principal teacher of art and design at the school, set the brief, inspired by the values and aesthetics of **GlenWyvis**. Students were tasked with designing a statement piece of lighting for either the visitor centre or the tasting room. The lighting also had to provide a clear visual metaphor for the whisky making process, and reflect elements of the local landscape and natural environment.

Students used flowing water, mountain peaks, whisky casks and copper stills among their starting points, and their final designs are now with examiners for grading. We wish them all the best of luck.

This design challenge has proven so popular this year, that the school has decided to run it again next year, when students will be able to visit the space they are designing for – **GlenWyvis** Distillery!



Patrycja Brezneska



Caitlin Dolan



Bartak Marchlinski



SURVEY RESULTS HELP INFORM THE WAY FORWARD

In March this year, we undertook a survey of GlenWyvis members and social media fans, designed to help the Board make sure that member feedback and input is at the heart of the future development of GlenWyvis Distillery.

The survey received a great response with almost 1,700 people taking part, giving insight into the profile of members, their motivations for investing in **GlenWyvis**, feedback on the brand and existing products, as well as thoughts about our future strategy.

We learned that, not surprisingly, around half of **GW** members describe themselves as real whisky enthusiasts; but there are also a number of gin enthusiasts, and even some non-drinkers too!

The idea of part-owning a whisky distillery was the main reason many people invested in **GlenWyvis**, but the community benefit aspect, helping to reinvigorate Dingwall and creating local employment were really important too.

Members showed a real sense of willingness to get involved in helping GlenWyvis to be successful, by:

- buying gin and other merchandise
- encouraging friends and family to buy products or invest in the distillery
- spreading the word in person and sharing GW social media posts
- encouraging local retailers to stock GW gin

Other key findings showed:

The core elements of the **GW brand were endorsed:**

- 95% like the **GlenWyvis** brand name
- 82% think the logo is appealing; it is thought to be easily recognisable with a traditional, distinct look

Both the name and logo were thought to work better for whisky than gin, and it was suggested that more could be done to differentiate **GW** gin in a very crowded craft gin market, including distilling it onsite at **GlenWyvis** Distillery once it was built.

The establishment of a visitor centre was clearly thought to be important:

- 81% said they would definitely visit a permanent visitor centre
- The vast majority (89%) think this should be based at the distillery itself

Interest in the concept of an interim 'basecamp' visitor centre was also high:

- Almost half said they would definitely visit an interim visitor centre;
- Where they would expect to find information about the project and the history of local distilling; as well as whisky and gin tastings and a retail space selling **GlenWyvis** products.

We are now working with our brand development partners to ensure that a full analysis of all the results informs the way forward for **GlenWyvis** in terms of brand, products, visitor experience and much more.



GlenWyvis Board Secretary

The chairman and board of **GlenWyvis** Community Benefit Society are looking for a local **GlenWyvis** member to take on the role of Secretary. This is an opportunity to get involved in a unique community project. Quarterly meetings will commence from December 2017 when the first AGM will take place. An annual honorarium will be paid.

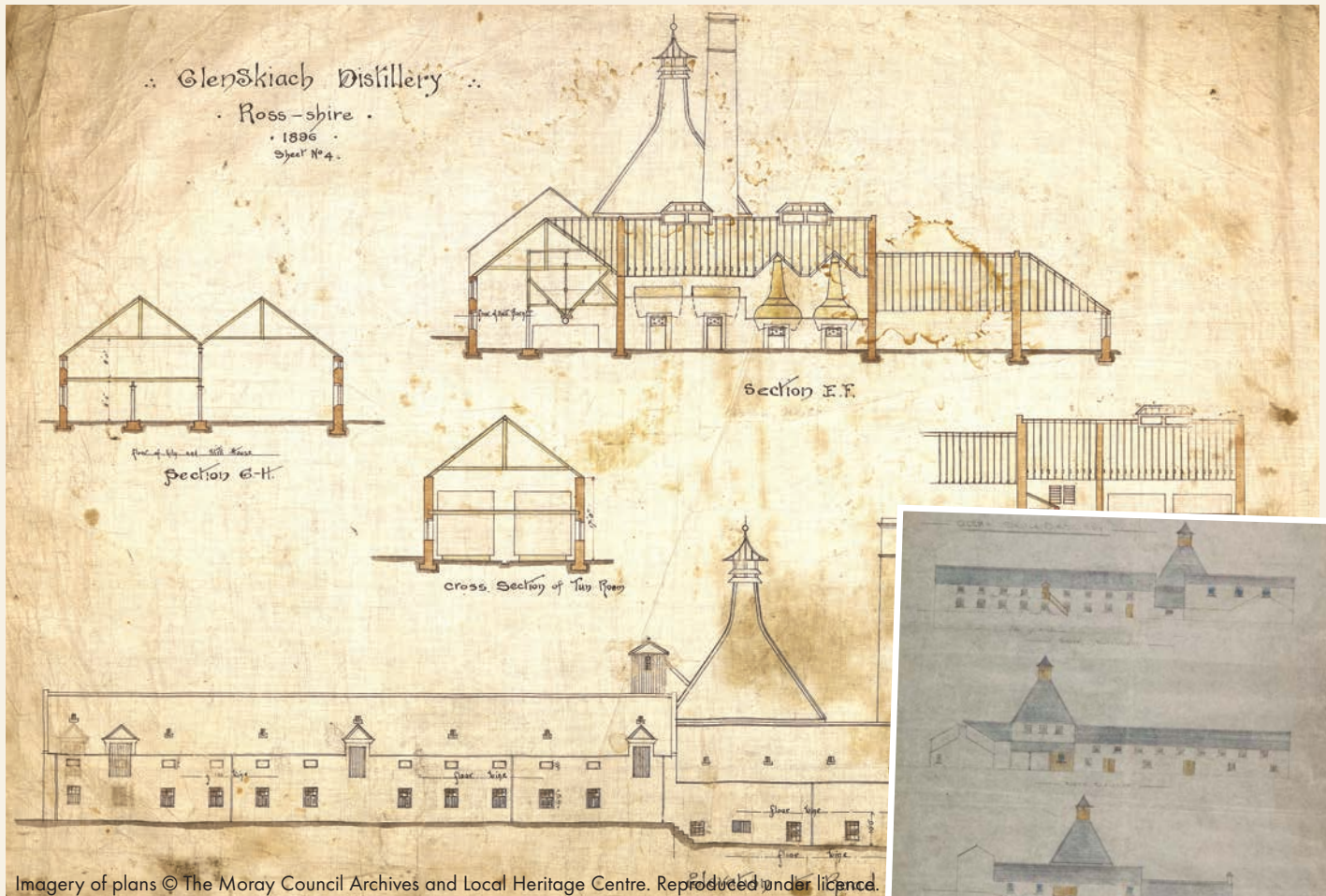
Interested individuals should at first send an introductory email to david.oconnor@glenwyvis.com, or call the office on 01349 862005 to arrange a meeting.

THE HISTORY OF THE PAGODA VENTILATOR

It all started with Dailuaine Distillery. In 1884, Charles Chree Doig (1855-1918), a 29-year-old architect from Elgin, drew-up designs for the renovation of the Speyside distillery. Included in those designs was a small feature inspired by the elegant architecture of China and Japan – a ventilator in the shape of a pagoda. Its function was to draw smoke from the distillery kiln through the drying barley and out into the open air. A chimney, essentially.

Doig's pagoda ventilator, however, was a breakthrough in distillery design as it significantly improved the malting process. In the dozens of distilleries that Doig subsequently designed and renovated – including Tamdhu and Strathisla – he included his now iconic pagoda ventilator.

While the pagoda is typically associated with the distilleries of Speyside, Doig was a much sought-after distillery architect; he also had patrons in the Highland region, contributing designs to both Talisker and Balbair.



Imagery of plans © The Moray Council Archives and Local Heritage Centre. Reproduced under licence.

Importantly to us, however, Doig designed Glenskiach Distillery in nearby Evanton. It's one of the two distilleries honoured in the **GlenWyvis** name, the other being Ben Wyvis which operated in Dingwall. Doig worked with Dingwall-based architect William Cumming Joass (1833-1919) on the Glenskiach plans (pictured). Glenskiach was only in operation between 1896 and 1926. It was one of many distilleries, as was Ben Wyvis, built during the late-Victorian distillery boom, only to fall silent a few

decades later during the economic depression of the 1920s. Glenskiach Distillery was demolished in 1933 and the site was later turned into a curling pond. However, the winters were never quite cold enough to keep the pond frozen, and it was abandoned. Today, a modern house sits on the site.



Today, the pagoda ventilator has a purely decorative function as most distilleries no longer have on-site maltings. Yet its iconic status in Scotland means that contemporary distilleries continue to include the pagoda in their design – and **GlenWyvis** is no exception. **Reynolds Architecture** has included a pagoda-inspired ventilator in the **GlenWyvis** Distillery design (pictured), which will be fitted out with its very own 'pagoda cam.' The video camera will capture the stunning views from **GlenWyvis** and stream them online, 365 days a year – a very modern use for Doig's classic design!



Events Updates

WoodWinters Big Gin Tasting

On Friday 19th May, **GlenWyvis** packed up the electric car and headed south to Dunblane's stunning Victoria Hall for the WoodWinters Big Gin Tasting.

Twenty other gin producers from across the UK joined **GlenWyvis** in serving up G&Ts to an enthusiastic crowd. WoodWinters, a Scottish wine and whiskies merchant with shops in Edinburgh, Bridge of Allan and Inverness, stock all the gins that were on offer – including **GlenWyvis**.

Feedback on **GlenWyvis** Gin was very positive, and we had more than one person come back for a second sample. But it was our community message that really caught the attention of guests. Gin + community = the perfect mix!



Whisky Mash Festival

On Sunday 28th May, **GlenWyvis** was in the Granite City for the 2017 Whisky Mash Festival. Organised by CASC, an Aberdeen whisky and craft beer bar, the festival was a day-long event held in the Douglas Hotel.

Multiple whisky and gin exhibitors were there to showcase their wares, while local musicians and chefs provided entertainment and sustenance. It was a great event for **GlenWyvis** – we introduced the **GlenWyvis** brand, story and gin and tonics to a new audience in the North-East of Scotland.

UPCOMING EVENTS

The Spirit of Skye Festival

Aros Centre, Portree, Isle of Skye
16-17th June, 10am-late.

GlenWyvis drinks reception at screening of Casablanca

Muir Hub, Muir of Ord
23rd June, 7pm.

SOME SWEET OFFERS FOR MEMBERS

A wee reminder that **GlenWyvis** Original Gin remains £30 to members, while NC500 **GlenWyvis** Gin, bottled at the higher percentage of 50% abv, is £45.

We also have a limited number of Friend and Founder **GlenWyvis** Gin left, which members can also buy for £30.

And as a sweet incentive, any member that orders a bottle of gin will also receive a complimentary box of **GlenWyvis** gin chocolates, hand-made by Inverness chocolatiers the **Chocolate Place**.

Please call the office on 01349 862005 to place your order.



GlenWyvis Gin, Orange & Coriander Truffle
&
GlenWyvis Gin & Sour Cherry Square

