



# LOCAL & GLOBAL

THE GLENWYVIS DISTILLERY NEWSLETTER

May 2017

## JOIN US ON WORLD GIN DAY

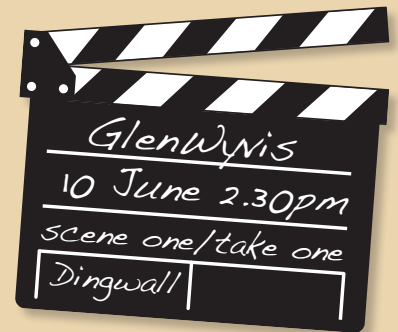
AND STAR IN THE NEW GLENWYVIS FILM

Saturday 10<sup>th</sup> June is **World Gin Day**, but in Dingwall, **GlenWyvis** Distillery will be celebrating more than just gin – we will be celebrating you, our community of friends and investors.

We are working with Dingwall-based **DP Digital Media** to produce a short film about the distillery and its unique community-ownership model. And on Saturday 10<sup>th</sup> June, we will film the final scene – 100 **GlenWyvis** friends and investors walking towards Dingwall, and then enjoying a well-earned **GlenWyvis** Gin and tonic at our newly opened **Basecamp** on Dingwall High Street.

If you'd like to take part in this very exciting film project, here's what you need to know:

- Filming will start at 3pm on Saturday 10<sup>th</sup> June.
- Everybody will meet at Dingwall Mart at 2:30pm.
- We will then walk down to the 'Welcome to Dingwall' sign at Maryburgh Roundabout.
- We will then film everyone walking along the old road towards Dingwall.
- We will then pack up and head to Basecamp for 5pm.
- Where we will all enjoy a well-earned drink and some nibbles.
- Everything will be wrapped up by 6pm.



If you want to be a **GlenWyvis** 'extra,' please email Cait at [cait.gillespie@glenwyvis.com](mailto:cait.gillespie@glenwyvis.com) before Saturday 20<sup>th</sup> May – and put **FILM EXTRAS** in the subject line. If you'd like to take any friends or family members along, you're welcome to do so, but please let us know so we can keep an eye on numbers. All **GlenWyvis** extras will be notified of any changes or further arrangements by email. We look forward to hearing from you!

## SUPPORT GLENWYVIS BY BUYING GLENWYVIS ONLINE OR IN BASECAMP

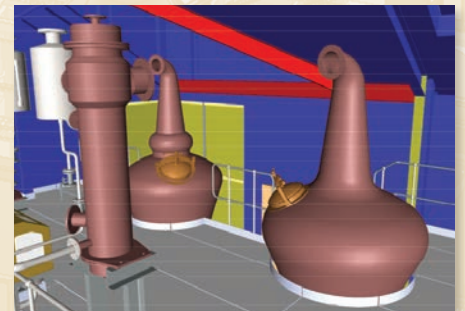
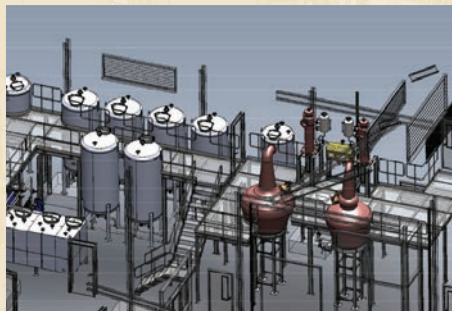
**JOIN US ON SATURDAY JUNE 10<sup>th</sup> TO MARK THE OFFICIAL  
OPENING OF GLENWYVIS BASECAMP IN DINGWALL.**

## STEEL FRAMES AND COPPER STILLS

As we announced last month, Dingwall-based firm James Evans & Sons Ltd has won the contract to fabricate and install the steelwork for **GlenWyvis** Distillery.

Craig Evans, director of the family-run business, recently carried out a site visit and met with contractor James Cameron to review the build progress. Manufacture of the steel frame began last week at the firm's fabrication shop in Dingwall, and is due to be assembled on-site in June.

In another exciting development, Forsyths Ltd of Rothes has started work on our two whisky stills. Their latest 3D images show exactly how the distilling equipment will be laid out within the distillery. Forsyths will deliver the stills and equipment in July, ready to be installed within the newly erected steel frame building.



## Solution to US Customs Restrictions

We would like to update our members living in the United States that we have found a temporary solution to the recent tightening of customs restrictions over alcohol imports.

**GlenWyvis** Gin and Highland Inspiration single malt whisky are now both available to buy from the leading online retailer **Master of Malt**. Crucially, Master of Malt has the capability to ship alcohol to the US, albeit with a few state restrictions, thereby providing a temporary solution.

We are, however, continuing our efforts to find a long-term solution. We are currently scouting for an agent who can help us to ship alcohol to the US directly. Companies of our size do not typically export to the US, but it is important to us to keep the **GlenWyvis** community global as well as local.

Please visit the [Shipping and FAQ](#) page on the Master of Malt website for further details on deliveries to the US.

## WE'RE LISTENING TO YOU

### GLENWYVIS SURVEY RESULTS

The topline results of our recent survey are being presented to the **GlenWyvis** board in May and we are confident that the findings will help to shape a host of future developments at the distillery.

We had a great response to the survey with a total of 1,691 people completing the online research questionnaire. This included 1,245 members or some 52% of the people who have invested in the distillery to date.

We are now completing the full analysis – and will provide headline results for members in next month's newsletter. It is clear already however that the views of our members will help us to build a compelling product range and successful distillery. In the meantime, you can continue to support your distillery by buying **GlenWyvis** Gin and visiting us at **GlenWyvis** Basecamp in Dingwall.



# WOULD YOU LIKE TO BE A GLENWYVIS AMBASSADOR?

WE ARE RECRUITING ACROSS THE COUNTRY, AND IF YOU WOULD BE INTERESTED IN HELPING TO DEVELOP OUR SALES NETWORK, THEN GET IN TOUCH. AS A VOLUNTEER AMBASSADOR, YOU WILL GET TRAINING, SUPPORT INFORMATION, STOCK SAMPLES AND BRANDED CLOTHING. TO FIND OUT WHAT WOULD BE EXPECTED OF YOU – WE TALKED TO MARWA MACDONALD – ONE OF OUR FIRST AMBASSADORS BASED IN THE WESTERN ISLES.



**GW:** Hi Marwa, can you tell us little about yourself first?

**MM:** Hi, of course. I'm Marwa MacDonald and I'm originally from Benbecula but now live in Grimsay, North Uist. I grew up here on the Outer Hebrides and after school I moved to Glasgow to study. I then worked in Ayrshire in retail and sales for over 12 years, but I always wanted to return back home to the islands and did so in 2005. After moving back, I found myself working at Benbecula Airport for six years, and that is where I first met **GlenWyvis** founder John McKenzie in 2006.

**GW:** How did your first hear about GlenWyvis?

**MM:** On social media in 2016 I noticed that John was posting something about a crowd funder. Being inquisitive I looked further to see what it was about. I decided to support John's venture and placed my pledge and contacted John to let him know. It's a fantastic project bringing together community ownership, 100% renewable energy, commitment to Dingwall and a great history behind it all!

**GW:** And how did the ambassador's role come up?

**MM:** When the welcome packs came out with Certificates and bottles, I managed to get one of the other local investors to come along and get a photo at Benbecula Airport with John. I was starting to see other investors post photos on the **GlenWyvis** Facebook page with their t-shirts at different locations across the world. This inspired me to do the same on a trip to Italy. I travelled to five cities and took a photo at different landmarks to show where I'd taken the **GlenWyvis** name. After my holidays I ordered **GlenWyvis** gin as gifts for my sisters, and my neighbours were interested in trying it too - so I ordered bottles for them as well! Then I started asking work colleagues if they'd like a bottle, and before I knew it, I'd been in touch with the sales team and started selling **GlenWyvis** Gin to all the local hotels, pubs and some shops!

**GW:** So then you were a fully-fledged Ambassador?

**MM:** To be honest, the first I knew about being a brand Ambassador, was hearing it from one of the other investors. They'd heard John talk about me as a **GlenWyvis** Ambassador. I was very excited about receiving such a title, but with it comes the responsibility of being part of the brand. When you talk to anyone about **GlenWyvis**, the distillery, the current and future plans, the vision, you have to know the facts and tell a good story. To me sales is very natural and it's easy to talk to anyone about the distillery, the gin botanicals, community investment and redevelopment – and I haven't even been to Dingwall yet!

**GW:** Can you tell us more about what your role involves?

**MM:** As an Ambassador I take every opportunity to introduce **GlenWyvis** to new people and places. Any establishment I go to, I ask if they have **GlenWyvis**, and if not, would they be interested in stocking it. Whether I'm home or on holiday I always talk about **GlenWyvis**. I work closely with the GlenWyvis team, and with their support I help with sales and product awareness. To date I have contributed nearly £3,000 of sales as a direct result in talking to new customers. All investors can contribute a little, all you need to do is just talk about **GlenWyvis**!

**GW: What do you think the role requires?**

**MM:** In any public role you have to be approachable and knowledgeable. I'm very outgoing and a sociable individual, so I find it very easy to meet and chat to people. I have an open and friendly attitude and that helps in dealing with people and their enquiries. I hope anyone that I meet in my role as a **GlenWyvis** Ambassador will think that I'm friendly and informative. When I put on the **GlenWyvis** jacket, I do this as a team member of **GlenWyvis**. I've invested in **GlenWyvis** and it's in my interest to promote and advertise it. I look forward to seeing the future of this venture. I'm lucky enough to be involved and happy to spread the word.

**GW: And what would be your advice to other members?**

**MM:** Get involved! If people like you, and you're confident in your knowledge and information, then they will invest in you, and they will buy **GlenWyvis**. You only have to point people to the **GlenWyvis** team and they'll do the rest. What's the worst someone can say to you? No? Maybe even Yes! Think about your investment, your money in the distillery. It's yours, it's mine, let's do it together! I have spent money investing in **GlenWyvis**, as have over 2600 other people. If you want it to work, you have to at least talk about the brand you've invested in. Not everyone is comfortable about sales or striking a conversation. But it can start with asking your local pubs and shops do they stock it? It's as easy as that.

## HELICOPTER AWARDS SCHEDULED FOR DISTILLERY FLY-BY

Members who chose a helicopter tour as part of their rewards will be keen to know we've reached agreement with **PDG Helicopters** for the use of the Dauphin AS365, a 10-seater helicopter. Many members asked for a fly-by of the site – so we've re-scheduled for the weekends of October 21/22 and 28/29 so members can see the distillery ahead of opening on November 30.

All flights will be flown by **GlenWyvis** founder, John McKenzie, and will depart from and return to the PDG base at Dalcross Airport, Inverness. Check which dates suit you and email your preference to [josh.fraser@glenwyvis.com](mailto:josh.fraser@glenwyvis.com) with **HELICOPTER** in the subject line.



## HIGHLANDS AND ISLANDS ENTERPRISE ALL SET TO HELP GLENWYVIS GROW

**Highlands and Islands Enterprise (HIE)** supports economic and community development to make the Highlands and Islands of Scotland a successful, competitive region where people want to live, work and invest. That's exactly what we want to do here at **GlenWyvis** Distillery, so we're thrilled that HIE is now supporting **GlenWyvis** through its Account Management Programme.

This new partnership will help **GlenWyvis** Distillery Community Benefit Society to grow and achieve its full potential, which in turn will help to rejuvenate the local community and the wider areas. To begin with, HIE will help **GlenWyvis** to develop its UK and international sales and marketing strategy. We will also benefit from HIE's various advisory programmes, such as staff skills development and funding initiatives. It is great timing – and we're looking forward to long and successful relationship.



## GlenWyvis Inspiration #3

The latest feature on our local whisky heritage

# WORDS AND WHISKY

## OUR LOCAL LITERARY HERO, NEIL GUNN

Neil Gunn (1891-1973) was one of the finest novelists of the 20th century, and he lived just a stone's throw away from where GlenWyvis Distillery is currently being built on the Heights of Dochcarty.

GlenWyvis is one of the key sponsors of the Neil Gunn Writing Competition, an important biennial event in Ross-shire's cultural calendar. Competition winners will be announced this month, with an awards ceremony taking place at Dingwall Academy on 16<sup>th</sup> June.

While Gunn is Dingwall's literary hero, he has another claim to our hearts. Before he found success with his novel *Highland River* in 1937, Gunn worked for 14 years as an excise officer at Glen Mhor Distillery (1892-1986) in Inverness.

Gunn joined the excise when he was 19 years old, and in 1911 he was assigned to the Highlands region. Gunn carried out his excise duties with a love for exploration and a curiosity about whisky. He worked as a locum at distillery excise offices in the Western Isles and Speyside, travelling from job to job on his motorbike. Gunn secured a permanent position as excise officer at Glen Mhor in 1923. Here, he found stability, and, crucially, spare time to write - it was not a 'taxing' job, so to speak.

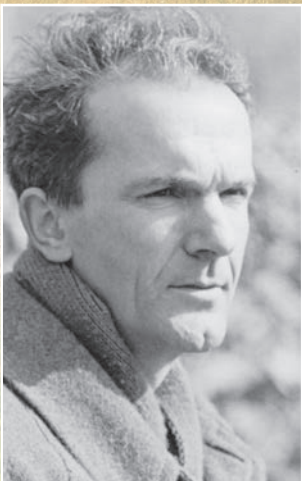
Glen Mhor Distillery sat on the other side of the Caledonian Canal from Glen Albyn Distillery (1844-1986). It was built by John Birnie, former manager at Glen Albyn and provost of Inverness, frustrated by failed attempts to buy shares in Glen Albyn. While the fates and fortunes of the two distilleries were inextricably linked, Glen Mhor was always considered the superior dram - Gunn certainly thought so. Furthermore, at a time when blends were king, Glen Mhor was still sold as a single malt, testimony to its high quality. Old bottles of Glen Mhor whisky can still be found at auction, however if you want to sample one of Gunn's favourite tipples, a healthy bank account is recommended!

In 1938 Gunn moved Braefarm House, situated just a little to the west of Dingwall, having left Glen Mhor the previous year. Here he lived with his wife Daisy and wrote 11 of his 20 novels. This was Gunn's most creative period, and the natural environment of Ross-shire acted as constant source of inspiration. While no longer working in the industry,

Gunn continued to take a great interest in whisky, appreciating its complexities and beauty just as he did of that of his surroundings. In 1935, Gunn published *Whisky and Scotland*, a witty and often lyrical toast to the 'water of life'.

*"These generous whiskies  
with their individual  
flavours do recall the world  
of hills and glens, of raging  
elements, of shelter,  
of divine ease."*

Neil Gunn, *Whisky and Scotland* (1935)



The Neil Gunn memorial sits very close to our distillery.



# GlenWyvis Events

## 'Highland Gathering' Loch Ness Gin Cruise

Last week **GlenWyvis** joined Loch Ness Gin, Rock Rose and Dornoch Gin to take part in the 'Highland Gathering' Gin Cruise on Loch Ness.

Together we hosted 75 gin enthusiasts aboard the "Jacobite Rebel" catamaran. Craig and Cait were at the event – they passed round tastings of **GlenWyvis** Gin and gave a short presentation about the distillery. With the sunshine beating down on Loch Ness and Urquhart Castle, it was a spectacular evening.

The event was an all-round triumph, and there was fantastic cooperation between **GlenWyvis** and its Highland 'cousins.' Thanks also to Jacobite Cruises and captain Keith, who looked after us very well. There is already talk about hosting a similar event soon...keep an eye on our social media for updates.



## Woodwinters Wine & Whiskies 'Big Tasting'

While Cait and Craig entertained at Loch Ness, Josh represented **GlenWyvis** at the Woodwinters Wine & Whiskies 'Big Tasting' event at the Ironworks in Inverness. Around 100 people came to the event, where GlenWyvis represented the Highland drinks industry alongside the likes of Black Isle Brewery and Tomatin Distillery. Another successful event and a great opportunity to showcase **GlenWyvis** Gin and our community project.

## UPCOMING EVENTS

Friday 19<sup>th</sup> May  
Woodwinters 'Big Gin Tasting'  
Victoria Hall, Dunblane  
19:00

Saturday 27<sup>th</sup> May  
Highland and Moray  
Food and Drink Festival  
Eden Court, Inverness  
10:00 – 16:00

Sunday 28<sup>th</sup> May  
Whisky Mash Festival  
Douglas Hotel, Aberdeen  
12:00 – 15:30 or 16:30 – 20:00

