



EDINBURGH WHISKY





Edinburgh Whisky represents the fusion of the two most powerful and globally recognised terms in the Scottish lexicon.

Initially brought to life through a contemporary Scotch whisky brand – with tremendous application potential across diverse platforms.

*Developed, protected and market tested.*



“Too much of anything is bad, but too much good whiskey is barely enough.”

— MARK TWAIN

#### EXECUTIVE SUMMARY

EDINBURGH WHISKY Ltd. was initially formed in 2013 by long-standing friends Gordon Watt and Gregor Mathieson. Gordon having spent over ten years with Moët Hennessy UK, involved in business development, brand creation and export, whilst Gregor has been developing hospitality businesses and food & drink brands for over 20 years. With these complimentary backgrounds they recognised the power and resonance of the EDINBURGH WHISKY name and its multifaceted potential in international and domestic markets.

They were joined in 2015 by Iain Hamilton – ex. Finance Director of Glenmorangie and now one of Scotland’s pre-eminent whisky brokers – opening up enviable in-house access to source casks.

After protecting EDINBURGH WHISKY with a series of Trademarks, the core brand was brought to life during the Edinburgh Festival in August 2015 through a suite of Edinburgh inspired sub-brands.

“This has got legs – *long legs!*”

Reaction to EDINBURGH WHISKY is universal. This new brand resonates the world over. Engagement is instant and the perceived familiarity reassuring. EW is often viewed as long-established and with a special status that emanates from the respect and intrigue afforded the heritage of this amazing city.

With trading now established, the team are looking to the next phase, to create and develop a craft malt distillery experience in central Edinburgh with – uniquely – world-class Scottish hospitality at its core. A live visitor experience and venue in the heart of a wee working distillery in Edinburgh’s Old Town.





## THE WHISKIES

# A premium range of fine malt whiskies with refreshingly different packaging and contemporary messaging



*EDINBURGH WHISKY appeals to the market's increasing appetite for products with a story, integrity and provenance.*

EDINBURGH WHISKY has only begun to tap into the deep well of inspiration and references conjured up by this remarkable city: the architecture; the landmarks; the characters and culture at the very centre of Scotland's long and remarkable evolution. With medieval history invoked and pictures painted from the rich historic source of Scotland's capital city – a globally recognised icon.



## THE WHISKIES

## *The Library Collection*

Rare and distinctive single cask bottlings

Collectable bottlings of outstanding individual malt casks from celebrated distilleries.

Recent bottlings:

- Highland Park 15yo
- Glen Grant 20yo
- Ben Nevis 20yo
- Auchentoshan 18yo
- Inchgower 18yo
- Glenlivet 8yo

**“Another lovely bottling with an extra dimension, very well assembled, and keenly priced. On this evidence, a new bottler worth keeping an eye on.”**

– DAVE BROOM (Whisky Magazine)





## THE WHISKIES

### *New Town*

Small batch assemblies of premium malts

Offers the contemporary whisky drinker something intriguing, complex and unique with packaging inspired by the noteworthy inhabitants of this UNESCO protected area of central Edinburgh.

Recent batches:

- The Practitioners Parcel
- Inventors Inspiration
- The Surgeons' Ball
- The Advocates Batch

“I do appreciate the consistency with the Edinburgh New Town theme, particularly smooth, almost sleek but utterly elegant and delicate.”

— THE WHISKY LADY, FRANCE



## THE WHISKIES

### *Royal Circus*

Limited edition single malts

Our independence gives us the ability to focus on a particular origin, style, cask regime etc. from sought after malt distilleries – creating a unique perspective on single malts. With rich narrative based around one of Edinburgh's most magnificent addresses.

2019 range:

- Orkney Cask Reserve
- Islay Cask Reserve
- First Fill ex.Bourbon Reserve
- Speyside Cask Reserve



“The sheer charm of the light, clean, earnest malt. A lovely dram before lunch, I suggest.”

— JIM MURRAY'S WHISKY BIBLE 2017





## THE WHISKIES

### *Old Town*

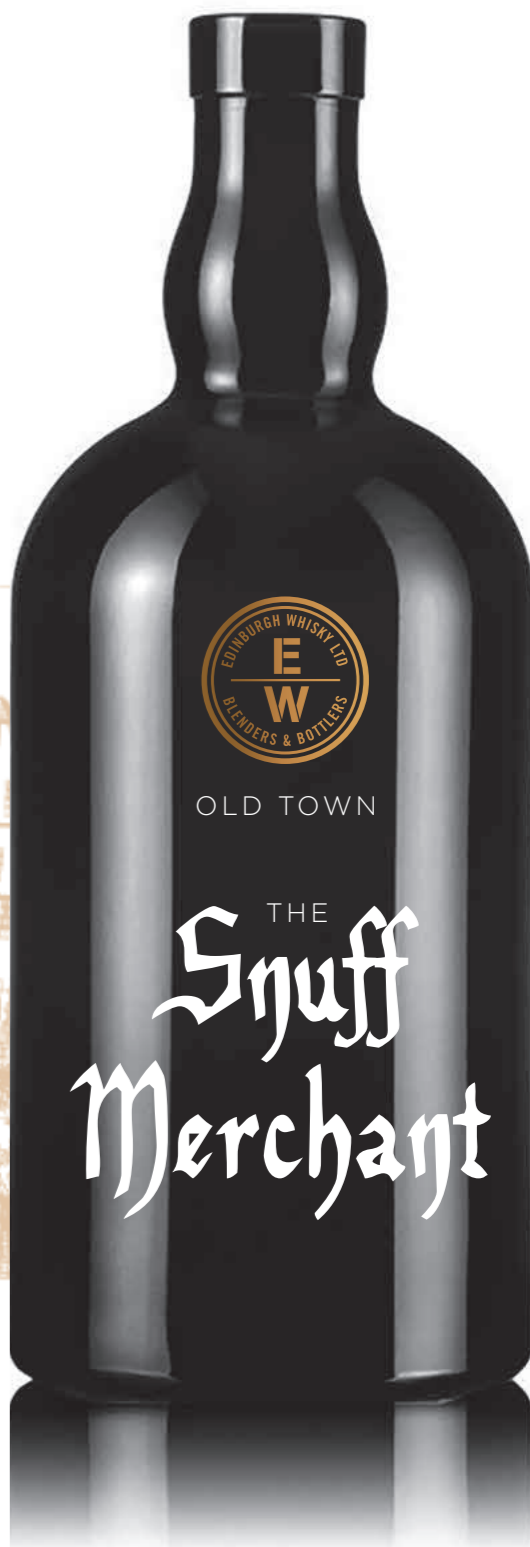
Characterful one-off curiosities

UNDER DEVELOPMENT

Bottlings of innovative new creations and rare old finds, with packaging inspired by the dark tales and colourful characters once found in Edinburgh's medieval Old Town.

Prospective range:

- The Snuff Merchant
- Wigmaker's Apprentice
- The Apothecary's Widow



“The Scots think of it as their capital; they’re too possessive, Edinburgh belongs to the world.”

— RICHARD DEMARCO



Edinburgh receives  
4 million tourists a year  
from across the globe  
and this is growing at  
5% PA – 1.9 million then  
go on to visit a distillery  
somewhere in Scotland.







## CRAFT DISTILLERY EXPERIENCE

*We plan to deliver a unique, world-class whisky experience for visitors to central Edinburgh, which would differ from anything seen to date.*

The focus will be on providing the essence of great Scottish hospitality through a live visitor attraction and robust all-day dining experience – all wrapped around a working craft distillery. A Scotch whisky visitor attraction, remarkable hospitality experience and flexible events venue with sizeable retail and merchandising.

**An immersive craft malt distillery experience in the centre of Edinburgh with full-blooded Scottish hospitality at its core.**

THE EDINBURGH DISTILLERY will respond to the growing demand for genuine and local experiences, delivered with great style and attention-to-detail with the culture and warmth that the burgeoning number of visitors to Edinburgh associate with our characterful nation.

The finest spirit of Scottish hospitality, showcasing both premium Scotch whisky and Scotland's greatest produce.





“Success is the sum of a lot of small things done correctly.”

— FERNAND POINT

A switched-on venue with broad and lasting appeal, conceived with the user experience in mind - rather than an industrial process which visitors are dragged through, as is the case for most larger distilleries. Commercially this also offers a very different trading profile from most distilleries - with multiple revenue streams from day one. The distillery would be on a craft scale with a highly considered visitors experience providing a tourist attraction which could sit within the top five Edinburgh destinations.

The EDINBURGH DISTILLERY COMPANY brand name is protected by TM and outline concept plans are available for a current development.

The final layout and format will be site determined, but there is also huge synergistic potential in developing the EDINBURGH DISTILLERY HOTEL at the same location.





**Scotch Whisky  
tourism saw record  
numbers of visitors in  
2017, with *1.9 million*  
visits to Scotch Whisky  
distilleries from  
tourists from all over  
the world as well as  
from across the UK.**



**The 2017 annual survey compiled by the Scotch Whisky Association (SWA) also revealed spending at visitor centres was up by *15.6% to £60.9m.***

**Visitor centres reported that the highest number of visitors came from *Germany* and the *USA*, followed by those from *India, China and Japan.***

**The Scotch Whisky Experience in Edinburgh attracted *379,000 visitors* in 2017 (*up 16.2% on the previous year*).**

SCOTCH WHISKY ASSOCIATION - 2017.



**The increase in visits to 1.9 million is an *11.4%* rise year on year and represents *45% growth* in popularity since 2010. The SWA survey also details that on average over *£32 was spent during each trip* to a visitor centre, *up almost 4%* year on year and by *£11 per visit* in 2010.**



TRADING AND  
DISTRIBUTION

# “An independent bottler worth keeping an eye on.”

—DAVE BROOM

*Currently distributing in UK, Italy, France and Germany, with an agent in Sweden covering The Nordics. We have interest from distributors in: Spain, Canada, New York, Texas, California, Japan, China and Hong Kong.*

EDINBURGH WHISKY Ltd. is selected by Scottish Enterprise as a Fast Growth company and ‘Account Managed’ through Scottish Development International. Trade missions to the Nordics and Japan have been useful in gathering market knowledge and contacts.

With limited resources our distribution has been purposefully capped while we develop the full range of brands under the EDINBURGH WHISKY label. Premium Blended Malts and Single Casks are on the market (with the New Town and Library Collection brands) single malts (under Royal Circus) and one-off batches (under Old Town) have stock allocated but the ‘products’ are still in development.

Feedback from our distributors has allowed us to make packaging changes to the brands delivering a stronger proposition for the European market and beyond. Direct on-line sales are currently restricted to the UK market.





## ENGAGEMENT

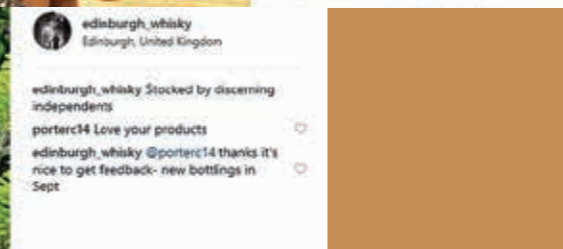
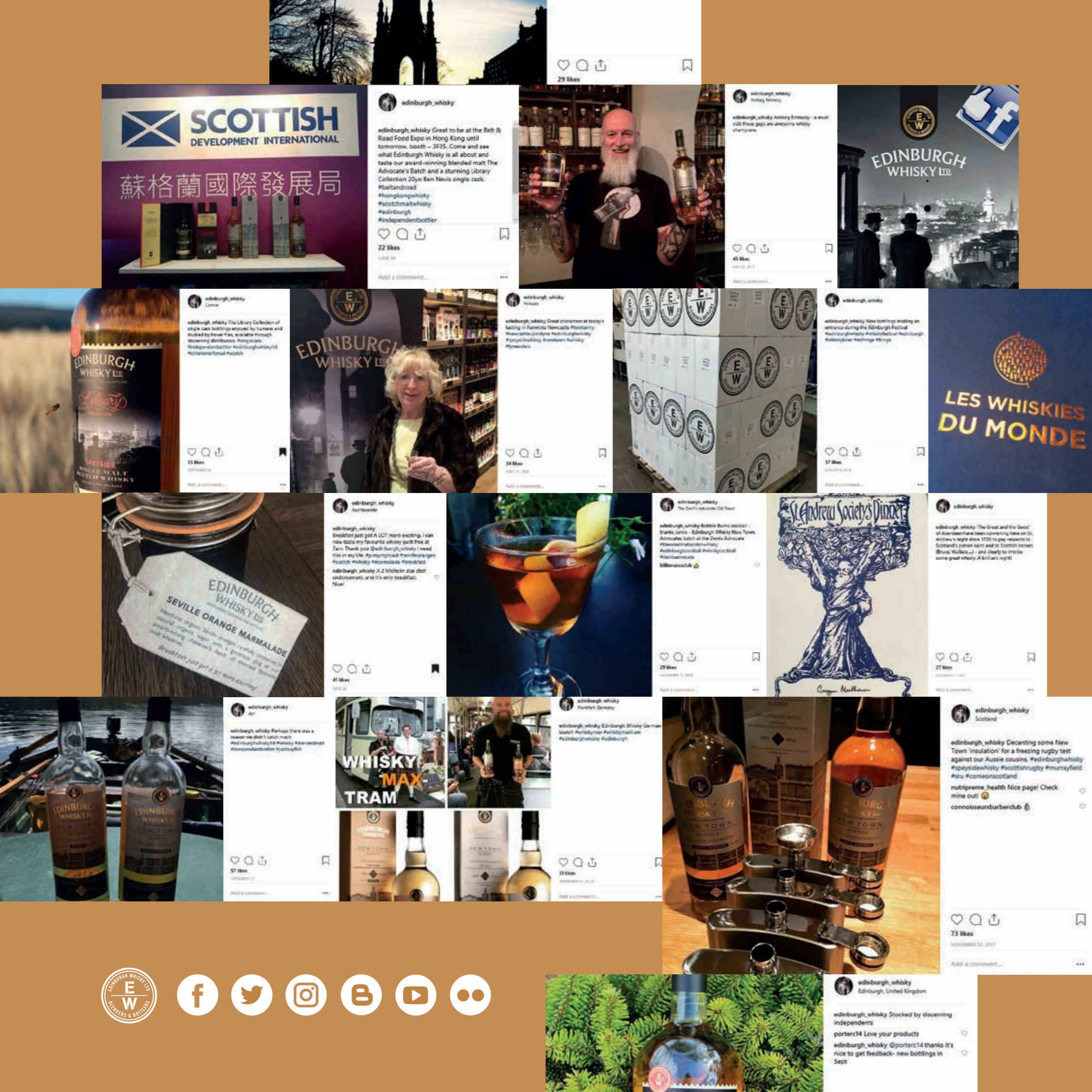
### Social Media

And beyond

Beyond on-going traction through all main Social Media platforms EDINBURGH WHISKY has productively engaged with international bloggers, writers, magazines and annual guides.



EDINBURGH WHISKY Ltd has also been structured to explore, develop and license BRAND EXTENSIONS: from guide tours, holidays and events, through highly contemporary tartan clothing to co-branded food products - with an innovative approach to branded merchandising.



# EDINBURGH WHISKY LTD

