

MARCH 2017

Info

Casks filled to date: 2782

Countries we shipped to:

- ✈ The Netherlands
- ✈ Switzerland
- ✈ Germany

Upcoming ..

- ✈ Limburg Whisky Festival (21st-22nd April)

Alex Bruce will be heading to the infamous Whisky Fair in Limburg at the end of April. Over 90 exhibitors take part in this fair, which takes place in a German town 45 minutes North-West of Frankfurt. A hotspot for whisky fans from all over the globe.

✈ New Merchandise at the Distillery

The team have been busy working on the new line of merchandise for the distillery, ranging from clothing and new workwear to Ardnamurchan Distillery branded gifts and souvenirs. Keep your eyes peeled for these items that will be for sale in our shop, located in our Distillery Visitor Centre!



A little shout out..

Congratulations to Lucy who has passed her WSET Level 2 Award in Wine and Spirits with flying colours. Lucy passed her 3 day course with a Distinction, with an overall exam mark of 90%!



Dancey Dispatches

March certainly was a month of jet-setting with our new bottlings making an appearance in Hong Kong, The Netherlands and Switzerland. Here's a little insight of what's been going on this month!



MONEY BEING RAISED FOR KILCHOAN SCHOOL BUS

On Monday 5th June, our very own Nicky Docherty from the Ardnamurchan Distillery, along with Justin Cameron, are taking part in the East to West Coast Cycle Challenge 2017 to raise money to purchase a new mini bus for the Kichoan community. Nicky and Justin will be cycling from Keith Inch, the most Easterly point on the Scottish mainland, to Ardnamurchan Point (the most Westerly). The route covers more than 300 miles of the toughest roads in Scotland and they plan to complete the journey in 3 days. In recognition of this fund raising, we have made a donation of £1,500 in support of Nicky and Justin's efforts, raising money for a good cause in our local community. The boys' progress can be followed on their Facebook page:

<https://www.facebook.com/pg/kilchoancycle>



DISTILLERY COOLING POND ATTRACTS WILDLIFE

As many as 28 Palmate Newts have been spotted sunbathing in the Ardnamurchan Distillery pond, along with frog tadpoles and some toad spawn. This species of newt are often known to be quite fussy in terms of their habitat which is an indication of the quality of the water that reaches our cooling pond.





ADELPHI AT THE HONG KONG WHISKY FESTIVAL

A trip that included fighting the fog and a rerouted journey via Bangkok, Lucy made it over to HK for the Hong Kong Whisky Festival, which took place in the InterContinental Grand Stanford Hong Kong. Around 1700 people attended Saturday's fair which hosted an array of stands of whisky from around the world. It was at the HKWF where Lucy led her first ever masterclass for Adelphi, where she took around 20 people through the Adelphi Private Stock blend, the Glenborrodale Batch 3 and Liddesdale Batch 10 and also The Ardnamurchan 2016AD. A fantastic opportunity for introducing the Adelphi range to a new market and great to see the growing status of and interest in Independent Bottlers amongst whisky enthusiasts in Hong Kong.

ARDNAMURCHAN TO FEATURE IN NEW CNN SERIES, 'GREAT BY DESIGN'.

We are very excited to announce that the new CNN series, 'Great by Design' has now gone live. One of the episodes features the Ardnamurchan Distillery, exploring in particular its green ethics. The series includes some spectacular footage of the distillery and the Ardnamurchan peninsula. You can see our segment here: <http://edition.cnn.com/2017/03/27/europe/ardnamurchan-distillery-whiskey/index.html>



ADELPHI'S BLEND TAKES PART IN A BLIND TASTING AT THE KENSINGTON WINE MARKET

Adelphi's Private Stock Blend has caused some surprises at a blind tasting of 7 whiskies during The Kensington Market's "Classic Single Malts" class. This Calgary-based, world-renowned whisky retailer introduced our blend into the blind tasting and the reaction was astounding – not one person was able to guess that they were actually tasting a blended whisky and not only that, it was deemed the third favourite of the night. Not a bad result at all!

WHISKYSCHIFF LUZERNE

Adelphi's third adventure in March was a trip to the beautiful Swiss town of Luzerne for the Whiskyschiff (or Whiskyship) festival. Our Adelphi bottles were located at the Paul Ullrich stand on the 2nd (of 3 boats) which was the venue for this well-known whisky fair. Favourites of the fair included the Glen Ord 12yo and the latest edition of the Breath of Speyside (10yo).



SCOTCH WHISKY RESEARCH INSTITUTE OPEN DAY

On the 28th March, Keith, Gordon, Lewis and Lucy headed over to the SWRI for their Open Day. The SWRI, founded in 1947, has been delivering innovation and scientific support to the industry for 40 years. The Open Day provided an interesting insight into the projects that the SWRI and their scientists do day to day, all dedicated to the needs and innovations of the Scotch Whisky Industry and the protection of the category as a whole. This ranges from the analysis of raw materials, to improving efficiency of bottling and warehousing. A big thank you to the SWRI team for inviting us and the in-depth tour of the laboratories and facilities – a day very much enjoyed by all.



ADELPHI WHISKY FESTIVAL NOORD-NEDERLAND GRONINGEN

Lucy's jet setting this month also included a trip to Groningen. This fair was an opportunity to introduce Adelphi's latest bottlings to the Dutch market (a few of which were delivered by hand the day of the festival!), along with a few older bottlings. The venue, Der Aa-kerk, was filled with visitors over the 3 days who ranged from whisky novices to those very familiar with the industry and the range of bottles and whisky companies present at the WFNN.

Social Media/Customer Feedback

We always love to see people enjoying our whisky and visiting The Ardnamurchan Distillery! Follow us on Facebook, Twitter and Instagram



48 likes

thewhiskycompany Adelphi 1986 Cragganmore 29 Years Old bottled at 59.2%. Grab a bottle today by clicking the link in the profile 🍷

This Cragganmore will take you to places you have never been and help you share great memories with good company. It will deliver a very special moment in whisky tasting.

Created by maturing Cragganmore single malt in a very high quality ex-bourbon barrel for 29 years. It is limited to 166 bottles worldwide and once it is gone the memory of it will last forever but only to the fortunate that experienced its brilliance.



dave @whisky_yes · Mar 14

Curious about the @adelphi1826 Ardnamurchan Spirit Release 01? Check out my review



Overall

Adelphi's first release of Ardnamurchan is, as expected, quite impressive, with depth and complexity that belies its age. And it's not merely "good for its age". It's good. Full stop.

It's exciting to imagine how their spirit will continue to mature and develop through the years. As a barrel snob, I'm still curious to sample Ardnamurchan liquid that has matured in full sized casks. But, as regards this particular dram in the glass right now, high praise is due.



15 likes

acowderoy A fine way to finish a Monday with an @adelphi1826 @thecaledonianclub House Blend #whiskey #scotch

20 MARCH



Ruairidh Norton @LA_Ruairidh · Mar 31

Thanks to the master blenders @adelphi1826 Distillery @LangAitholl Experience created our very own whisky as a unique gift #Whisky #Scotland



A great review of our first distillery release, The Ardnamurchan 2016AD on Distillness.com



thewhiskycompany



75 likes

thewhiskycompany Have you checked out our Adelphi independently bottled range?

Single malt whisky doesn't get any better than this.
1983 Teaninich 32 Years Old
1986 Cragganmore 29 Years Old
1991 Glenrothes 25 Years Old
1989 Highland Park 26 Years Old
1996 Ben Nevis 11 Years Old
1994 Tobermory 20 Years Old



Greg 85 @GregsWhiskyG · Mar 26

Question subtilité, un des plus fins blends du marché demeure pour le "Private Stock" d'@adelphi1826 dont je reparlerais/A very subtle blend

Translated from French by Bing

Wrong translation?

Question subtilty, one of the finest blends of the market remains for "Private Stock" @adelphi1826 which I going to talk / A very subtle blend



By: Lucy Coomber – Marketing and Communications

