



GLEN SCOTIA

CAMPBELTOWN SINGLE MALT
SCOTCH WHISKY

Virtual Whisky Festival

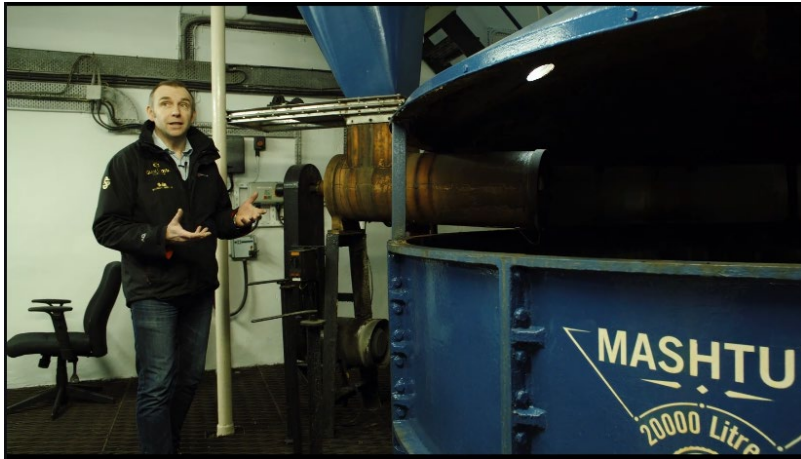




Hosted on www.glenscotia.com/festival, from **18 -24th May 2020** we will be holding our first Virtual Glen Scotia Whisky Festival, replicating as much of our original programme in a digital space.

Glen Scotia Distillery Tour

Let **Iain McAlister, Distillery Manager** take you on a personal tour of Glen Scotia distillery to see some of the original features that remain of the distillery, the equipment and processes that we use and meet some of the team along the way.



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Campbeltown's Hidden Whisky History

Join **Hector McMurchy, Assistant Distillery Manager**, on a walking tour around Campbeltown seeing some of the remains of Campbeltown's rich whisky history. You'll take in some old distilleries and get a taste for why we call our 'Wee Toon', the *Whiskiest Place in the World*.



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Dunnage Tasting

The pinnacle of the Campbeltown Malt Festival for many attendees each year is the iconic **Glen Scotia Dunnage Tasting** with our Master Distiller Iain McAlister.

Each year, Iain selects some of his favourite casks from our dunnage warehouse and invites guests to join in him in sampling these unique whiskies not available outside the walls our original dunnage warehouse.

The theme for 2020 casks is **The Casks of Campbeltown**: whiskies matured in casks that historically been used in Campbeltown. We will look at why these casks were used, the influence they have on the whisky and how the availability/use of these has ultimately shaped the modern Campbeltown style.

For our Online Festival Iain will be filmed tasting 4 of these casks in the Dunnage at Glen Scotia alongside Glen Scotia Victoriana Cask Strength. This video will be password protected and can be accessed through our Dunnage Tasting Packs.



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Dunnage Tasting cont.

Working with the DramTeam, a subscription based whisky company in the UK, we are creating a limited number of Dunnage Tasting Packs each containing 5x25ml samples

Packed in a bespoke Glen Scotia Dunnage tasting box, our packs will contain the following whiskies:

- Glen Scotia Victoriana, 54.2%
- Cask 810, 2005 FF bourbon 60.1 abv
- Cask 486, 2002 Refill Sherry Hogshead 48.8 abv
- Cask 2/359, 2009 FF Bordeaux Red Wine 57.1 abv
- Cask 6/413, 2005 FF Tawny Port Hogshead 57.4 abv



Sample 5 x 25ml pack from the Dram Team created for the SMWS

Glen Scotia box artwork on next slide & sample label artwork below:



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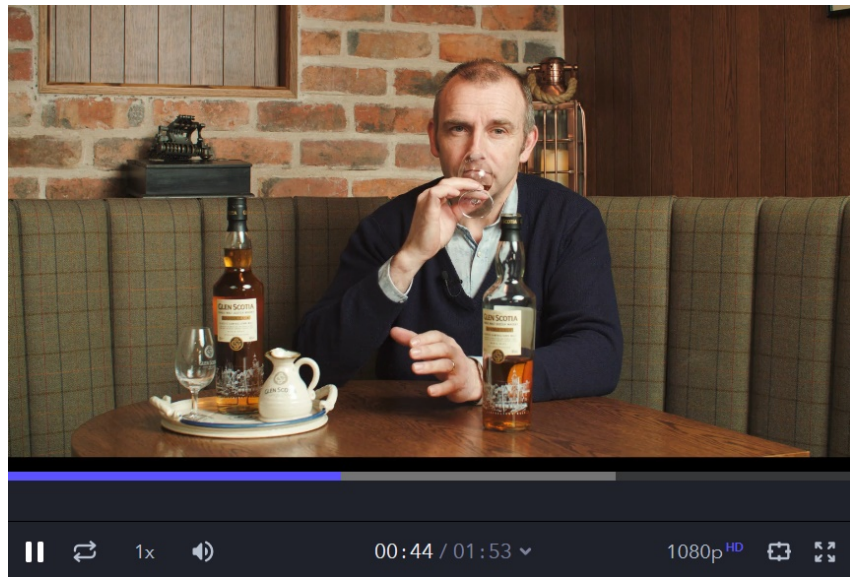


Inside box lid carries new campaign artwork introducing Whisky from the Whiskies Place in the World alongside clear details of how to access the tasting video and password required to view.

Whilst we hope most people will receive their boxes during the time of the festival (18-24th May) we will keep the link valid beyond this time given that delivery times during the current situation could lead to delays.



Iain McAlister Core Range Tasting



Filmed in the visitor centre at Glen Scotia, join Master Distiller Iain McAlister as he takes you through the core expressions in the Glen Scotia range: Double Cask, 15 yr old, and Victoriana.

Iain will be talking through the relevance of the range in the context of Campbeltown, the towns rich whisky history and the similarities and unique aspects to each whisky.

In markets where the GS 3x5cl is available, this creates an opportunity to promote this product as an opportunity to share a dram with our Master Distiller.



Charlie MacLean Tasting Video



Charlie MacLean is one of Scotland's most well known whisky authors and historians. A Master Keeper of the Quaich since 2009 and has been a regular feature at the Glen Scotia Open Day and dinners since 2017.

Charlie will be recording his own Tasting Video of our Glen Scotia Campbeltown Malts Festival Tawny Port Release.

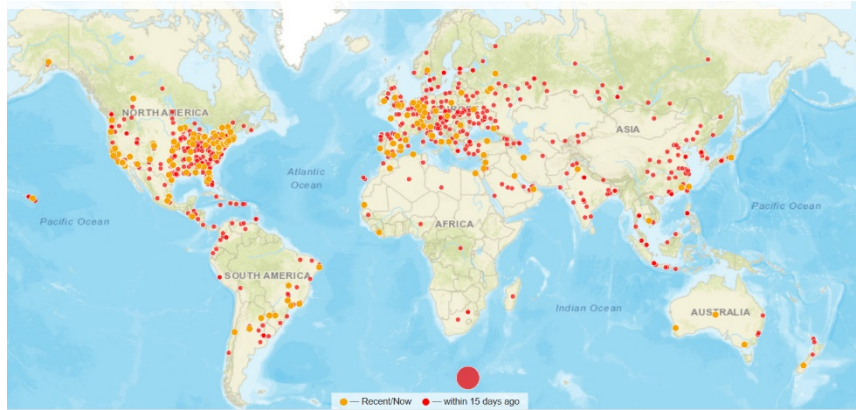


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Other

Visitor Map: Each year during the festival we receive visitors from all over the world, connecting through Campbeltown. With this tool we can show our visitors from around the world.



Music: Local music and musicians always play their part during the festival adding some welcome atmosphere in our distillery courtyard to kick back and enjoy a dram. This year we are working with the organisers of the Mull of Kintyre Music Festival to collate a Spotify playlist to accompany your wonderful whiskies!



Share a dram with a friend: with our festival taking place in a digital space, we will be looking to encourage visitors to share their experience at every opportunity by adding share functions to videos and pages throughout, further amplifying the reach of the event.



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