



# BRUICHLADDICH

## ISLAY SINGLE MALT SCOTCH WHISKY

### Progressive Hebridean Distillers

#### History

- Pronounced '*brook-laddie*' referring to a raised beach upon which the distillery sits. Islay '*eye-lah*' meaning 'Yula's Isle' possibly a Viking princess.
- Located on the Rinns peninsular - once part of the Peruvian coast of Arequipa - at 1800 million years they are the oldest rocks (Gneiss) of any distillery in Scotland.
- Built 1881 on Loch Indaal as a state-of-the-art distillery by The Harvey Brothers of the whisky dynasty family. It has remained unchanged ever since.
- Capacity doubled in 1960 to 1m litres (closure of own maltings), and again in 1975 (two extra stills) to 1.5m litres – but there was not enough water.
- From 1992 to 1994 rapid succession of corporate owners (Invergordon, Whyte & MacKay, Jim Beam and Fortune Brands)
- Closed down in 1994 – 'surplus to requirements' apart from a brief period in 1998 it lay silent until May 2001

#### The Acquisition

- Buildings and stocks bought for £6.5 million on 19th December 2000 by private investor group led by former wine merchant Mark Reynier (a convert since 1985)
- Now a private, Scottish company with shareholder base of 45 private individuals, including Islay landowners. Chairman: Sir John Mactaggart

- 1.4M litres of maturing stocks date back to 1964 with all stocks distilled & matured on Islay. A further £1m worth of stock repurchased from industry third party.

### The Company Philosophy

- Authenticity, Purity and Individuality. The Malt Crusaders: fiercely independent, non-conformist, innovative - the *enfant terrible* of the industry,

### Islay People

- The Management Team are Andrew Gray (Sales Director) Jim McEwan (Production Director), Simon Coughlin (Operations Director) and Mark Reynier (CEO)
- 47 Islay people are employed, including 5 disabled people. Engineer Duncan McGillivray is Distillery Manager.
- The company is entirely operated and managed from Islay, with all company functions based at the distillery itself.
- Jim McEwan, proud *Heach* and three times winner of the Distiller of the Year is Production Director after 37 years at Bowmore.

### Top Quality Raw Ingredients

- Barley is exclusively Scottish and increasingly Organic from 12 individual farms for greater variety, originality, and spirit characteristics.
- Islay-grown barley has been used since 2004, and for the first time Bere Barley for 2005 – the original variety introduced by the Vikings in 8th century.
- Water is drawn from three different sources the Bruichladdich loch (mashing) the Bruichladdich burn (condensing) the Octomore spring (bottling)

### Traditional Distilling

- No Computers are used in the production of our whisky. The original Victorian machinery, painstakingly restored over six months, is still used.

- Bruichladdich officially re-opened on Sunday May 29<sup>th</sup> 2001 - the first spirit ran at 08.26.
- Since all spirit is retained (none being used for blending) a minimum of 700,000 litres are distilled annually, by slow trickle distillation.
- Tall, very narrow-necked stills produce ultra-refined, elegant, floral spirit – the hallmark of the Bruichladdich style.
- Renewable Energy - wave-generated electricity used from the Limpet platform at Portnahaven, Islay.

### **The Purest Spirit**

- Three different peat levels are distilled: Bruichladdich 5ppm, 'Port Charlotte' 40ppm, and 'Octomore' - the world's heaviest peated whisky at over 80 ppm.
- Several versions of Bruichladdich are distilled with specific characteristics obtained from unique barley origins (*terroir*) such as Kentraw, Culblair, Culmore farms etc.
- The House Style is subtle, elegant, fruity spirit, of unique purity. A harmony and balance that makes it The Sophisticated Islay Malt – ideal for wine drinkers.
- Recognised as the purest whisky in Scotland in the 2005 Malt Whisky Companion

### **Islay Maturation**

- Cask Type: premium cask selection, various wood types: Port, Madeira, Sherry, Rum  
Undiluted cask filling @ 71% vol. into Bourbon casks from Buffalo Trace.
- Atlantic Freshness - casks are matured in our Islay warehouses and are influenced by the ocean and the marine atmosphere.

### **Uniquely Islay Bottled**

- The bottling hall on Islay, built in 2003, makes Bruichladdich the only Islay bottled whisky, the true authentic *Appellation Islay Contrôlée* whisky.
- Uniquely, Islay Spring Water used for reduction from cask strength to 46% bottling strength (15% more alcohol than usual)
- All whiskies are naturally bottled, colouring-free. 100% original colour, nothing added to artificially sweeten, darken or standardize the whisky.
- No chill-filtration means more complex flavours, increased bouquet and richness are obtained by leaving natural occurring aromatic proteins and oils in the whisky.
- Modern Presentation simple, fresh design featuring Islay seascape colours – Aquamarine, Navy & white. Heavy ‘decanter-type’ bottle, with distinct labels for different ages, packaged in metal tins

### The Flavour Profile

- The bouquet has a mind-blowing degree of complexity with multi-layers of aromas including citrus fruit, and wave after wave of Atlantic freshness, ozone and sea-salt.
- The texture shows a surprising breadth, depth, & length of clean, creamy-textured, purity, with enormous ‘mouth feel’ richness.
- The flavours range from citrus fruit to sun-dried raisins; wild Myrtle to butterscotch; heather to berry fruit; ozone sea spray to vanilla
- Bruichladdich can never be clumsy, ‘wham-bam’, heavy, medicinal, iodine, oily, ‘dirty’ or artificially sweet malt.

### The Whisky

- All bottlings are the inspiration of Master Distiller Jim McEwan, an islander and three times winner of the Distiller of the Year, with over **40 years’ experience**.
- Four different categories have been carefully created for increased variety, specific moods, occasions or time of day. Each has its own individual character and style.
- Mood Malts The 10 (Aperitif), 12 & Fifteen (Contemplative), XVII (Digestive), and Twenty (Reflective)

- Vintage Malts are occasionally released from time to time: 1970, 1984, 1973, while 'Full Strength' a cask strength bottling is a regular vintage bottling.
- Multi-Vintage Malts are imaginatively assembled from the best attributes of several different vintages and cask types: '3D' (peaty); 'Rocks' , 'Waves' & 'Infinity'
- Special bottlings include limited edition 'Links' (golf course images), 'Legacy' (the oldest Bruichladdich), and '*Valinch*' (Single casks available only at distillery)
- Murray McDavid Range: natural bottlings of other distilleries' whisky: Benchmark (classic bottlings); 'Maverick' (cask refinement); 'Mission' (older bottlings); 'Celtic Heartlands' (the rarest)
- The Wine Drinker's Dram, as like the finest wines it is subtle, **harmonious**, and complex. If you are a wine drinker – this is the malt for you.

### Learn More

- Academy opened in 2004, for six students per week to learn (hands-on) how to make whisky, about Islay, its culture and the environment. Phone: 014906 850 910 Email [ella@bruichladdich.com](mailto:ella@bruichladdich.com)
- Visiting: Monday to Friday: 09.00 – 17.00 (Saturday 10.00 -17.00)  
Tours at 10.30,11.30, 14.30 (Saturday: 10.30 and 14.30) Phone: 01496 850190 email: [mary@bruichladdich.com](mailto:mary@bruichladdich.com) Group bookings: [lorna@bruichladdich.com](mailto:lorna@bruichladdich.com)
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### In Conclusion

Scottish barley when trickle-distilled with the original Victorian equipment at the independent distillery produces an elegant, floral whisky, the purest in Scotland.

After distillery maturation for Atlantic freshness in a variety of cask types, a wide range of individually styled bottlings are created by Jim McEwan all bottled naturally.

Bruichladdich is the Sophisticated Islay malt.

### **Bruichladdich's Unique Selling Points**

#### **Production:**

- The only distillery with original Victorian machinery still in use
- The only Islay distillery with open-topped mash tun
- The only Scottish Distillery with belt driven mill
- The tallest & narrowest-necked stills on Islay produce ultra-refined, elegant, floral spirit.
- The only distillery to use exclusively Scottish barley
- No computers/microchips used in production
- The only distillery in Scotland to use significant Organic barley regularly
- The only Islay distillery to 100% mature their spirit on the island
- The only distillery to bottle on Islay
- There world's only distillery using Islay spring water at bottling
- Scotland's only distillery to use "*Terroir*" - Individual farm's barley distilled in isolation

#### **Personnel**

- The youngest distillery company management team in the industry
- The largest distillery employer on Islay
- Allan Logan – the youngest stillman in Scotland
- The only Islay Distillery to employ handicapped people
- Scotland's only distillery to be entirely managed, financed, run etc. on site
- The only distillery in Scotland with Gaelic speaking manager
- Scotland 's only distillery to have 3 coopers

#### **Whisky**

- The only Islay whisky not to chill-filter or colour any of its whisky
- The world's heaviest peated whisky is Bruichladdich's Octomore
- The world's only peated whisky with no 'medicinal' flavours is Bruichladdich '3D'
- The world's only distillery to have individual 'mood' & designer *Cuvées*
- The world's only distillery to have bottlings created by Jim McEwan,
- The only Islay distillery to produce small batch-bottlings
- The only distillery to win Distillery of the Year twice in three years (2001 & 2003)
- The purest whisky in Scotland – the only Scotch whisky to have zero 'off notes'