



What Makes Bruichladdich Different?

History

Pronounced '*brook-laddie*' meaning 'Shore Bank' - a raised beach. 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 2m 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 7.5 million on 19th December 2000 by private investor group led by former wine merchant Mark Reynier.
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 £2m 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)
39 Islay people are employed, including 5 disabled people. Engineer Duncan McGillivray is Distillery Manager.
The company is entirely run from Islay, with all company functions based at the distillery itself.
Jim McEwan, proud *lleach* and three times winner of the Distiller of the Year is Production Director after 37 years at Bowmore.

300dpi images available at www.bruichladdich.com/trade

Top Quality Raw Ingredients

Barley is exclusively Scottish and increasingly Organic from individual farms for greater variety and originality of *terroir*, thus 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 or automated processes 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 29th 2001 - the first spirit ran at 08.26.
Since all spirit is retained (none being used for blending) a minimum of 710,000 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.

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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 Core Range *cuvées* have been carefully created for specific moods, occasions or time

of day. Each has its own individual character and style.

Core Range: The 12 (Aperitif), Fifteen (Contemplative – Afternoon Dram!), XVII (Digestive), and Twenty (Reflective – Night Cap).

Occasional Vintages are released from time to time: 1970, 1984, 1973 and 'Full Strength' a cask strength bottling.

Designer Malts are imaginatively assembled from best attributes of several vintages – a multi vintage: '3D' (peaty); 'Rocks' (entry level) 'Infinity' (independent retailers).

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.

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Learn More

The 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.

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 Group bookings: lorna@bruichladdich.com.

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The Summary

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'

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