

BRUICHLADDICH

PROGRESSIVE HEBRIDEAN DISTILLERS

DOUGLAS TAYLOR JOINS BRUICHLADDICH

Douglas Taylor has been appointed Commercial Director at Bruichladdich Distillery Company Limited.

He joins the business after more than 13 years with Diageo, most recently as Global Innovation Manager working across Asia, Middle East, Europe & America. Douglas, 35, has worked in sales and distributor management for 10 years before moving into marketing, providing a strong commercial background.

Mark Reynier, Bruichladdich MD, welcomes Douglas's appointment: "I'm delighted that Douglas has joined us. Throughout his career Douglas has consistently demonstrated his skill - right across the drinks sector - in driving sales, building brands and delivering projects that combine innovation and creativity with substance and commercial effectiveness."

"As we complete our first decade and our aged stocks come of age, Bruichladdich is entering one of the most exciting phases of its 130 year roller-coaster history. With the opportunities we see for significant growth and development of our brands, I'm confident that Douglas will drive Bruichladdich to even greater success and we look forward to working with him."

Douglas comments: "Bruichladdich has an unmatched reputation for combining an emphasis on total quality with an innovative edge that brings amazing new experiences to the malt enthusiast and, equally importantly, attracts new consumers.

"In particular, Bruichladdich's versatility, curiosity and inventiveness is reaching consumers with amazing new flavour experiences that mass-scale producers simply cannot match. I'm really fired-up by the opportunity to bring Bruichladdich to a wider audience of sophisticated consumers who want to find genuine new experiences in whisky and appreciate the brand's traceability, provenance and authenticity."

The Bruichladdich brand has a unique blend of heritage and contemporary innovation. Established as a state-of-the-art distillery in 1881 by the Harvey brothers, it retains use of much of the original equipment, including exceptionally tall and narrow-necked stills that help to create a supremely pure, elegant and refined spirit.

After a period of uncertainty in the 80s and 90s the distillery was revitalised by private investors in 2000, winning the 'Distillery of the Year' award three times in its first six years under the new ownership.

Bruichladdich has also established a strong reputation for innovative practices to drive interest in its whiskies such as The Organic, Port Charlotte and Octomore, the most heavily peated whisky in the world. The company recently released The Botanist Islay gin.

Douglas, who is married and has 2 daughters, will be based at the company's Blytheswood Square sales office in Glasgow.