

BRUICHLADDICH

PROGRESSIVE HEBRIDEAN DISTILLERS

The 10 Year Struggle

The Islay distillery of Bruichladdich celebrates its coming of age with the release of the Laddie 10, a decade since the distillery was resurrected.

The ten year old single malt, the first distilled under the new regime, went on sale following an emotionally charged ceremony as the bottles began to come off the Islay bottling line.

A 1000 commemorative bottles sold out in three hours to a scrum of enthusiastic islanders and whisky fans, before going on general release.

Sir John Mactaggart Bt., Bruichladdich chairman, revealed in a defiant [speech](#), that at the outset top whisky industry players had warned him the project was doomed to fail, but he was convinced they had underestimated the 'passion and reason' of this Bruichladdich set up.

Managing Director Mark Reynier, the man behind re-establishing Bruichladdich, said "It's an inordinately proud and emotional moment for all of us. This is our first spirit we distilled once we got the old girl going again. And it's not been easy; the Laddie 10 is the very hard-won fruit of a decade of unrelenting blood, sweat and tears by the whole team."

The Laddie 10 is created by whisky legend Jim McEwan, designed to show off the timeless, Bruichladdich qualities of elegance, balance, purity and fruit, with that famous sea breeze tang.

The company has a reputation for the unconventional, particularly the packaging, and the Laddie 10 in its bright, aqua livery lives up to expectations.

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Notes for Editors

Retail price for Laddie 10 £33

Distributed in the UK by Blavod and available online at the new www.bruichladdich.com

Laddie 10 High resolution [Image](#)
Mark Reynier & Jim McEwan [Images](#)

Interviews with Jim McEwan & Mark Reynier at the launch of the Laddie 10 can be heard on [Whiskycast 333](#) by Mark Gillespie

The Laddie 10 is available in tescos in the UK and will arrive in the US mid October.

The distillery was shut down in 1994 and reopened by the current private owners in 2001.