

BRUICH LADDICH

Our Philosophy . . .

We:

- are four free-spirited friends - Simon, Mark, Jim and Andrew
- have collectively over one hundred years of experience in distilling, producing and selling top malt
- are proudly non-conformist, fiercely independent
- are the enfant terrible of the industry, some have said
- are determined to produce the most natural & enjoyable whisky

We believe:

- in authenticity & integrity. Straight-down-the-line honesty
- in telling it the way it really is - no PR spin or corporate propaganda
- that whisky is king - not marketing hype
- that whisky is for drinking rather than collecting

We do not believe:

- in exploiting the symbolism of 'tartan and bagpipes' to sell our whisky
- in faux-heritage, 'Where the eagle soars', 'Monarch of the Glen' b*****t
- in gimmicks, fancy histories, or extravagant stories
- in trying to appear small, hand-crafted and artisanal - we are!
- in cooking or pressurizing our whisky for a wood 'finifh' effect

The distillery:

- is privately owned and run
- is the only independent Islay Distillery - no multi-national conglomerates here
- is a Scottish company
- has 100% private equity, with one third coming from Islay itself
- has the youngest Distillery owning management ever
- is staffed by Islay people - from top to bottom

Our whisky is:

- now bottled at 46% vol - the ideal drinking strength
- non chill filtered - to enhance the depth of flavours, and augment the bouquet
- natural colour - no caramel is added to sweeten or darken the whisky
- not homogenised - each bottling comes from carefully selected casks by Jim
- not standardised - each bottling is created differently. Vive la difference!
- Islay born and bred - not matured in a warehouse in Central Scotland
- bottled with Islay Spring water - the first time ever for an Islay Single Malt
- lightly peated - just fresh sophisticated Atlantic Ocean influences
- bottled on Islay at the distillery - uniquely