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GLENDRONACH SPIRITS SOAR AT HOME AND ABROAD

BEING sold by the Swedish alcohol monopoly, Oddbins and Carrefour has boosted the sales of GlenDronach's new core range in the first twelve months, it announced today (May 25).

Since being launched last spring, the Aberdeenshire distillery's new range of single malts has sold some 25,000 cases worldwide, yielding extra sales of some £2.4 million.

Regional Sales Director **Alistair Walker** said: "When we launched the range last year, we promised our customers "A Journey of Re-Discovery". From the terrific sales we've generated, it's clear they're thoroughly enjoying their journey!"

Established in 1826, the GlenDronach Distillery at Forgue is famous for producing richly-sherried single malt whiskies. This time last year saw the re-launch of the already popular 12 year-old Original as well as the return of the iconic older expressions - the GlenDronach 15 and 18 year-olds, now under the new names of Revival and Allardice respectively.

Alistair said GlenDronach has acquired a strong new following in a number of markets including the USA, France, Belgium, Scandinavia and Taiwan.

"Sweden is now one of our most prosperous markets, and it's partly due to the GlenDronach 15 year-old ('Revival') being listed by Systembolaget, the Swedish alcohol retail monopoly."

He explained: "Systembolaget's product range is very comprehensive and, significantly, is developed continuously to match changes in trends and in consumers' tastes.

"To be accepted by the monopoly is a real feather in our cap, as it shows they see us as one of Scotland's outstanding malt whiskies. It also provides the GlenDronach 15 year-old expression with national distribution in a country that is home to many of the most passionate malt enthusiasts in the world.

"And looking at the UK market, we're also delighted to be on sale in Oddbins now, again with GlenDronach 15 year-old as well as a couple of expressions from BenRiach, our other distillery. That development shows that persistence pays – they've been on our radar for a number of years and now we're available in-store and online.

"In fact Revival is one of our star performers in the last twelve months. It's a classic GlenDronach, a very dynamic and full-bodied dram. It has all the characteristics you would expect from really good Oloroso sherry casks – dark chocolate, raisins, coffee and orange notes."



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In addition to Sweden and the UK, the distillery recently made some significant advances in France, having developed an exclusive GlenDronach expression called 'Octarine' ('the colour of magic') for multiple retailer Carrefour.

Regional Sales Director **James Cowan** commented: "Together with our French agents, La Maison du Whisky, Octarine has been developed as an exclusive regional listing within the world-renowned Carrefour Group. We see this as a significant milestone in the ongoing re-launch of the GlenDronach brand.

"Globally, the brand growth is still in its early phase but this major retailer has clearly seen the unique selling points and fine brand heritage that GlenDronach has to offer. This will undoubtedly pave the way for bigger and better things in the months to come.

"The Octarine project was made feasible through rigorous and exacting cask selection drawn from the diverse inventory carried on-site at the distillery. We are excited and eager to continue our portfolio development which will appeal to our growing client base."

The team at GlenDronach sees 2010 as another big year for the brand, as Alistair explained: "Each year represents an important step in re-establishing the GlenDronach brand. In 2008 we took over the distillery and started to get to grips with the stock and the distillery production."

"In 2009 we enhanced the core range, revising the 12 year-old and introducing the 15 and 18 year-old expressions. We also released our first batch of single casks bottlings, to much excitement, as these had been few and far between under previous regimes.

"This year we may surprise some of the GlenDronach faithful, with the imminent release of four new bottlings that are not exactly typical of the distillery."

Almost from the very first day that the BenRiach Distillery Co. purchased GlenDronach, Master Distiller and Managing Director Billy Walker embarked on a programme of wood management and experimentation that would allow the company to bring some real diversity to the GlenDronach portfolio.

The result is that this June will see the launch of a series of GlenDronach wood finishes – Sauternes, Virgin Oak, Moscatel and Tawny Port.

Alistair explained: "To any malt drinkers who are familiar with what we have done at BenRiach over the last six years, it will come as no surprise that Billy has been tinkering away in the GlenDronach warehouses to come up with some new creations!



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“But, seriously, while the focus will always be on sherry cask maturation for GlenDronach, it’s worth seeing what else the whisky is capable of, and for sure our customers have reacted positively to news that we are broadening this whisky’s horizons.

“So, along with the new 31 year-old ‘Grandeur’, which we launched earlier this year, and with the second and third batches of single casks scheduled to be released in 2010, it’s going to be a busy year for GlenDronach!”