

ARDNAMURCHAN DISTILLERY

Global Travel Retail exclusive

FASCADALE



ARDNAMURCHAN
ARGYLL
WESTERN HIGHLANDS
SCOTLAND
DISTILLERY

ARDNAMURCHAN DISTILLERY

From the Headland of the great seas

A rocky, volcanic finger that stretches some 50 miles to the most westerly point of the UK mainland, the Ardnamurchan peninsula beckons you on (and on) through one of Europe's oldest rainforests to its famous lighthouse and untouched white sandy beaches.

Established half-way down the peninsula in 2014, our distillery embodies the spirit of its surroundings. Our commitment to quality is tantamount.

We embrace heritage, innovation and sustainable practices throughout our whisky making process.

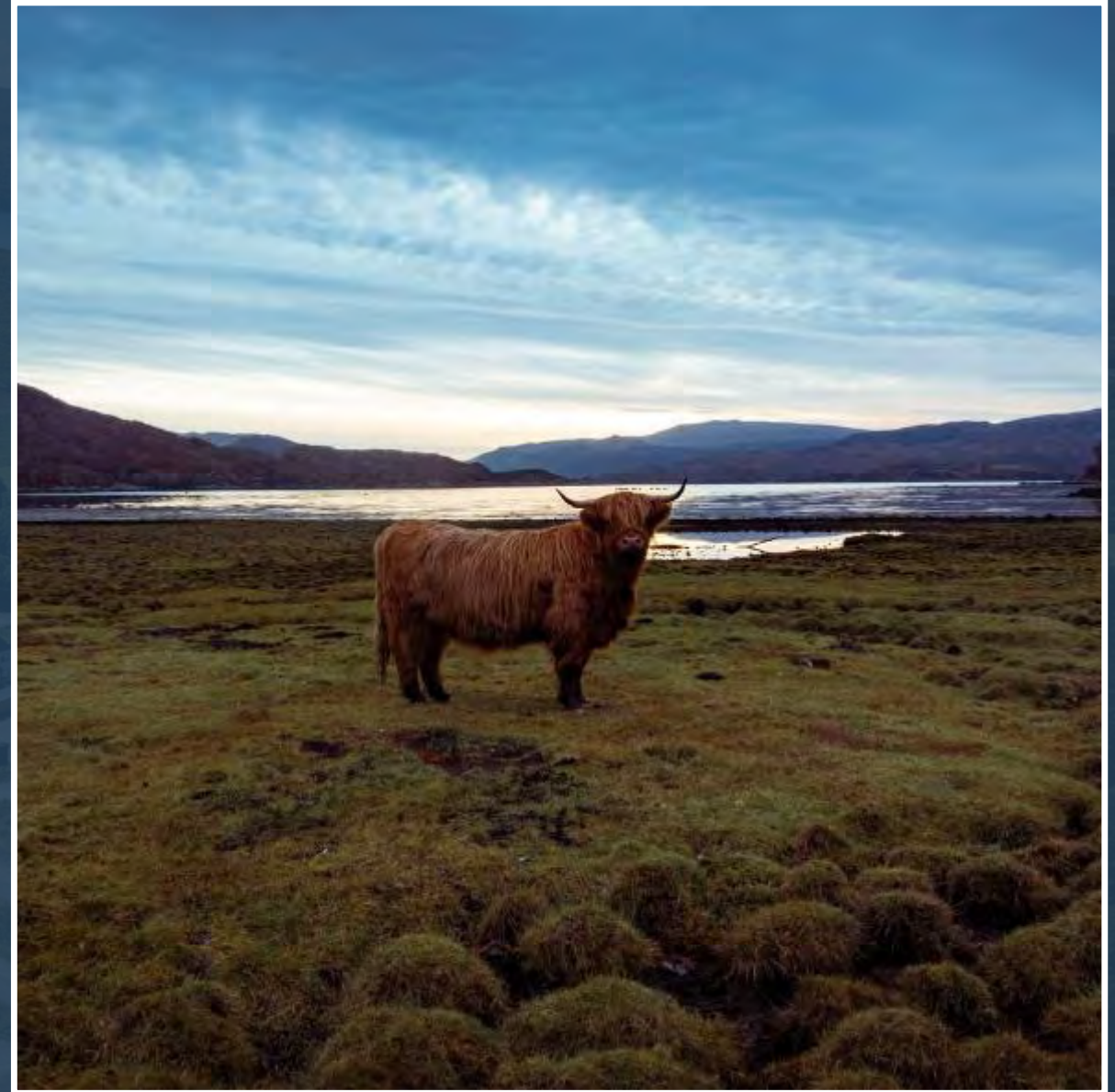




Responsible distilling

Awarded 'Global Sustainable Distillery of the year 2024'

We are committed to producing our whisky in the most responsible way possible. We follow what we believe is the lightest touch approach to distilling, including adding value to co-products and empowering a realistic and tangible circular economy.





Powered by 100% Renewable Energy

Our distillery utilises our natural environment to provide all our energy needs. We have solar panels on the roof of one of our warehouses and harness hydro-electric power from the same river running off the hills behind the distillery that provides cooling water for our production process.



Sustainable Forestry & Biomass

We were the first Scottish distillery to rely on locally sourced wood chip for all of our heat and steam requirements. The surrounding forestry is harvested and processed 2 miles from the distillery, our deliveries are by tractor, and behind the felling there is a full re-planting scheme of native trees.



Utilising Our Co-Products

The co-products from whisky production include draff (used barley) and liquid pot-ale. We combine these to produce cattle feed for the local animals with our production being naturally limited to the number of cows on the peninsula.



Environmentally Conscious

From the outset we eliminated unnecessary packaging. Our whisky is sold without a gift box and our clear glass bottles are made using 57% recycled clear glass.

An aerial photograph of a rugged coastline. The top half of the image shows clear, turquoise water. Below the water is a wide, grey pebbly beach. The beach is bordered by dark, jagged rock formations on both sides. In the foreground, there is a patch of green grass and some low-lying vegetation. The overall scene is scenic and natural.

Introducing: FASCADALE

A New Exclusive for Global Travel Retail

Harnessing the Great Seas

Global Travel Retail EXCLUSIVE



The customer hook moment

- An authentic and tangible whisky from the much-in-demand West Highlands of Scotland.
- Both aspirational and affordable at £50.
- This product cannot be found in domestic markets.
- A unique GTR focal point that naturally draws attention without feeling gimmick

FASCADALE:

The Ship's Haven

A pebble and seaweed-strewn inlet washed by turquoise waters, Fascadale is known for offering shelter to storm-bound fishing boats and smugglers.

The unique label and neck tag design offers both a genuine window across the bay and a striking image on the shelf.

An unashamedly coastal whisky, tangible and authentic, placing this remote corner of Scotland on the global travel retail stage without compromise.



From the shore: Elementally maritime

This west coast whisky is presented at 50% ABV, non-chill filtered and naturally coloured.

A marriage of peated and unpeated spirit, it is matured in a 70/30 combination of bourbon and sherry casks, all matured in our traditional dunnage warehouses braced against the Atlantic storms.

Naturally coastal, the way west coast Scotch whisky should be.



Nose: Sea spray, citrus peel, runny
Honey and a wisp of peat smoke.



Palate: Maritime brine, baked apple,
warming spice and creamy vanilla.



Finish: Long, coastal and satisfyingly
complex.



Out of the Box

This isn't a cost-cutting measure, it is a core part of our award-winning sustainable DNA.

Our whisky stands alone, no outer box needed, revealing a beautifully designed bottle with a striking label and elegant neck tag with tasting notes. A discreet QR code offers full transparency, while the lightweight, refined packaging signals sophistication, sustainability and premium quality that discerning travelers can see and feel at first glance.

Luxury today is defined by authenticity and sustainability, not excess. Our “no box” approach has driven success in domestic, international and emerging markets, tapping into a global trend that resonates with modern consumers seeking eco-conscious, meaningful experiences.

The new label design and neck tag, with exclusive GTR colour scheme makes the bottle the hero. It's designed for premium shelf presence on its own.



The Ardnamurchan Evolution



A Tidal Approach

Phase 2 -Develop

2nd wave: introduce future GTR SKUs under the Fascadale brand.

Phase 1 - Launch

1st wave: launch Fascadale as the single, heroic GTR SKU. Build brand awareness and drive trial with a strong, sustainable story.

Phase 3 -Expand

3rd wave: grow Ardnamurchan as the core authentic and sustainable Single Malt across GTR channels.

Instore Activation & Digital Hook

Bring the coast to life on shelves and in-flight.

Natural maritime textures like tarry rope, buoys, pebble and shells create a tactile connection, while high-impact posters with drone flyovers of Fascalade Bay with QR code linking to immersive video – making the experience unforgettable.

Captains' Log

Expert Endorsements Build Trust – Quotes from Alice Lascelle, Dave Broom and Charlie MacLean position our brand as a trusted brand. Inflight magazine feature ensures exposure to a high-value, travel-savvy readership. Travel editorial format allows authentic storytelling around our brand, supported by industry respected voices.



The Anchor

£50 Retail Price

Premium, Accessible and Built for Momentum

Developed for GTR at 50% ABV, this exclusive Single Malt delivers high quality and exceptional character while remaining approachable for a broad global audience.

Designed to generate fresh energy within the whisky category, driving both volume and visibility across Travel Retail.

Price comparison:

Kilchoman, Coull Point 1 x 70cl bottle at 46% ABV	£54.99	NAS
Hearach Crofter, Isle of Harris. 1 x 70cl bottle at 52% ABV	£64.99	NAS
Jura Distillery, the Road 1 x 1 litre bottle at 43.6% ABV	£50	NAS
Glemorangie Ice Cream 1 x 70cl bottle at 46% ABV	£60.99	NAS
Aberlour – "Suthainn" Travel Exclusive 1 x 70cl bottle at 48% ABV	£58.49	NAS

An aerial photograph of a rugged coastline. The top half of the image shows clear, turquoise water. Below the water is a wide, curved beach made of light-colored pebbles and grey sand. The beach is bordered by dark, jagged rock formations on both sides. In the bottom right corner, there is a patch of green grass. The overall scene is a beautiful, natural coastal landscape.

One authentic brand, multiple possibilities

Building the Ardnamurchan story in GTR.