

# ISLE OF HARRIS DISTILLERS

## *Our Mission*

Isle of Harris Distillers has been established to build and operate a distillery of architectural merit on the Isle of Harris in the Outer Hebrides of Scotland. Its aim is to produce a single malt whisky intended to be of outstanding quality and highly valued by connoisseurs.

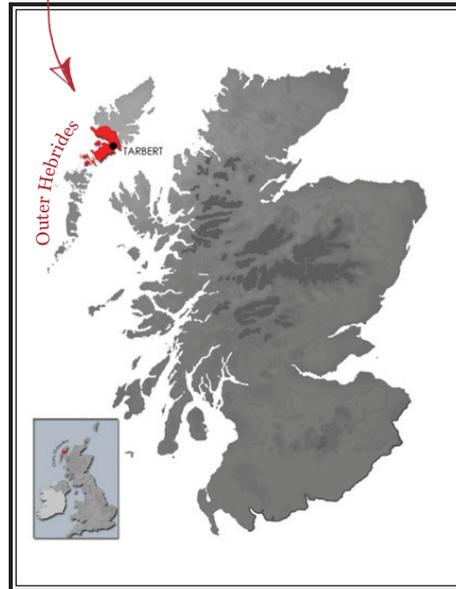
We are committed to a long-term project that is both beneficial to the local community and a source of pride for the people of the islands. The project is inspired by the environment, heritage and culture of the Isle of Harris, the rising global demand for whisky and the hearty welcome of a community seeking economic regeneration.

## The Island

Harris is a small island of less than 2,000 inhabitants in the Outer Hebrides of Scotland. It is strongly influenced by its location and environment; the sea and landscape and nature's contrasts.

Harris enjoys a rich cultural heritage - a core Gaelic community at one with its environment and supportive of one another. Crofting is at the heart of its activity, as is the weaving of the eponymous Tweed, however these industries are challenged and new growth is needed.

Harris

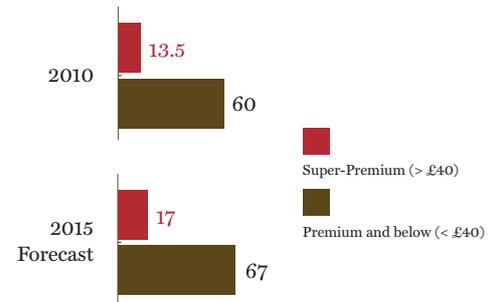


Scotland

## The Single Malt Category

The malt whisky category is in rude health, with strong growth forecast, new markets opening, new distilleries being created and others changing ownership. The trend towards premium products is forecast to continue.

Global Single Malt Sales (millions of bottles)



Source: IWSR 2010

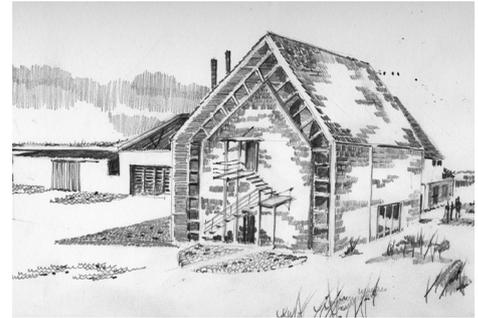
## *Our Distillery*

We plan to develop a landmark building of architectural merit, complementing the brand, providing a stimulating visitor experience and including retail, catering and exhibition facilities. Sited within the heart of the sheltered village of Tarbert, the intended site is adjacent to the Ferry terminal and the main North - South road, a perfect location to welcome a large proportion of the 200,000+ visitors each year to the Outer Hebrides.

*Proposed site, Tarbert, Isle of Harris*



*Concept sketches of distillery exterior*



## *Our whisky will be of the place*

Our artisan-scale distillery will produce, on average, just 2 casks of spirit per day. Our whisky will be distilled, matured and bottled at source. As such, it will derive its character from this most elemental of islands.

We plan to create a real bond between the islanders and our worldwide audience, involving them in our plan to help regenerate the local economy.

The island is probably the best known of all the Hebrides due to the almost universal recognition of 'Harris Tweed', a traditional hand-woven and locally produced product of undisputed excellence. The brand recognition associated with the island will accrue naturally to a Harris whisky presenting a golden opportunity to make history by producing the first indigenous whisky on the eponymous isle of tweed.

## *Our Vision:*

**by the year 2025 –**

**Consumers around the world** will have discovered a distinctive new single malt whisky and will feel connected to Harris and its people.

**The people of Harris** will, thanks to the brand's success, be enjoying the benefits of new employment and other opportunities.

**Investors** will be part of an increasingly valuable business generating positive cash flow from a strong asset base.

## *The Team*

### **Anderson Bakewell**

*Founder and Chairman*

For 20 years a musicologist working with, amongst others, the Ford Foundation and the BBC to document and preserve traditional music, particularly in Asia and Africa. Was founder and director of Komari Ltd which built and operated commercially a 28 metre sailing dhow in the Indian ocean. He farms organically on a small holding and has been connected to the Isle of Harris for over 40 years.

### **Simon Erlanger**

*Managing Director Designate*

Having worked in retailing with Marks & Spencer and in senior management roles in Diageo, Simon was Main Board Director of Glenmorangie plc, now part of LVMH. He has over 20 years of global sales & marketing experience. One of his proudest achievements at Glenmorangie was the purchase of the mothballed Ardbeg distillery and its renaissance as a sought-after malt whisky.

### **Ron MacEachran**

*Director Designate*

Prior to joining the Whyte & Mackay group, Ron was a Principal Consultant with KPMG Consulting, advising a range of public and private sector clients. As CFO of Whyte & Mackay, he led a range of commercial and strategic initiatives, including Scotland's then largest MBO. He was named a Finance Director of the year in 2002. With family from Harris he has a special passion for this venture.

### **Alison Mackinnon**

*General Manager Designate*

Alison's background is in malting and while with Diageo, she was one of the first women world-wide to become MAGB Diploma maltster. She has tackled a variety of challenging operational and business roles within malt distilling and medical device industries (part of a successful start up venture ultimately acquired by Johnson & Johnson). Alison's heart however remains in malt distilling and her strong Harris connections make Isle of Harris Distillers her perfect match.

## *Advisors*

### John Coleman

B.Arch M.Sc. RIBA FRIAS

#### *Lead Architect*

John has been a Senior Partner in private practice in the West of Scotland for over 35 years. As an International Architect he has wide experience in a variety of building types commissioned on behalf of Central and Local Government, private and public organisations and the European Commission. His practice has received a number of awards and accolades reflecting quality of design and innovation. In 1988 John became 'the face' behind a series of advertisements for Dewar's whisky and as an artist he currently exhibits in Galleries throughout Scotland.

### Dr. James Swan

Jim is a world renowned authority on whisky production and maturation. Previously co- owner of Tatlock & Thomson, leading analysts and consultants to the alcoholic beverage industry, Jim now consults for many distilleries across the globe, including a number of recent start-ups.

### Charles Maclean

Described by The Times as 'Scotland's leading whisky expert', Charles is the author of 13 books on the subject. He sits as a judge on several leading competitions and panels and was appointed 'Master of the Quaich' in 2010 for his services to the whisky industry.

### Stuart Nickerson

Stuart is highly experienced in the whisky industry having been involved for over 30 years in all aspects of production and management. He has been Distilling Director at William Grant & Sons and Manager of Girvan and Highland Park Distilleries, as well as Project Engineer with Cyborn Balfour and Arthur Bell & Sons. He is presently Managing Director at Glenglassaugh.

## ISLE OF HARRIS DISTILLERS LIMITED

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