

CRIGELLA CHIE

— PRESS PACK —







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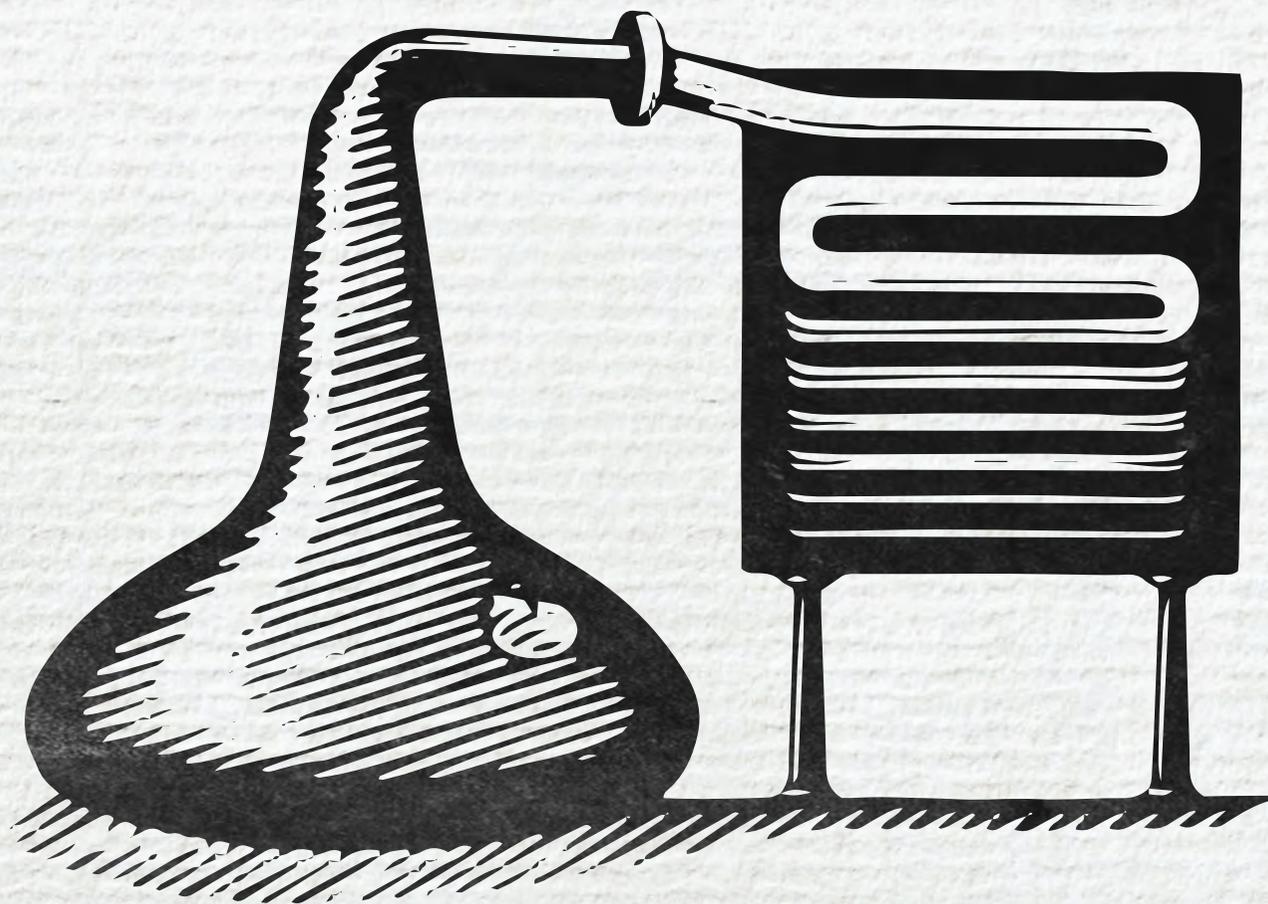
At CRAIGELLACHIE® we have always done things our own way: the taste of the whisky was described as “old-fashioned” even in 1891. Some might call us stubborn eccentrics, but we’ve stayed true to our traditions and won’t change our ways without good reason.

A prime example of this persistent approach is that we still use worm tubs to cool our spirit. These long copper tubes sit in a large tank of cold water and snake back and forth, gradually getting narrower. They are much more expensive to maintain than modern condensers, but we find that they bestow the spirit with extra flavour, creating a dram with a distinctive, meaty character to rival whiskies twice its age.

Further testament to this is the water the distillery draws for whisky-making. To this day the water is still collected in a dam called the Blue Hill which is fed by a spring on the nearby hill of Little Conval.

Craigellachie is the only distillery to use malted barley from a specific kiln in Glenesk. Using an oil fire which produces a specific level of sulphur gives the spirit a heavier character that whisky enthusiasts have come to expect from us.

Over the years the distillery has generated its own folklore of larger-than-life characters, curious anecdotes and tall tales. The heft of all this heritage is an unusual, challenging whisky that’s best appreciated in a glass of your choosing, served in your own way.



“You can write the story of a distillery and talk of naught but business, machines, technical details and statistics. It will be a true tale, but it won’t be the whole tale. Craigellachie’s story is about more than whisky.”

Dave Broom, Craigellachie: The Romantic and the Pragmatic



Taking its name from the craggy rock upon which the village stands, Craigellachie sits above the confluence of two great rivers in the heart of Speyside, the cradle of so much of Scotland's single malt whisky. The rock was a gathering place for the local Grant clan which gave rise to their war cry: "Stand fast, Craigellachie!"

A fecund land of farms, forests and fast-flowing streams, the area was known only to locals until the 19th century: before then the Highlands of Scotland were perceived as wild lands inhabited by wild folk with odd customs and bizarre language.

Legislation meant that the early 19th century witnessed the end of the smuggling era, but before the practice died out there was an increase in demand for the relatively high-quality illicit whisky of the Highlands. The area around Craigellachie – where the rivers Fiddich and Spey meet amidst remote and mountainous terrain – was ideal for making moonshine.



Ironically, it was the success of this illegal activity that led to laws being passed which changed whisky distillation from a clandestine activity into a thriving industry.

The Excise Act of 1823 simplified the regulations surrounding the industry, thereby encouraging its legitimate creation.

The unparalleled growth in whisky production that followed, and the change in its very nature as investments were made and the first blends were born, coincided with the establishment of the railway network. Craigellachie coupled itself to the industrial revolution with its station joining the Great North of Scotland Railway on 1st June 1863.







Craigellachie distillery was built by the extraordinary Peter Mackie who already owned Lagavulin on Islay and had created the White Horse whisky blend.

As Dave Broom states: “In him was a strange, late-Victorian mix of enterprise and tradition, of the past and the future. There is something in Craigellachie which echoes this. It is a place of bridges: not just Telford’s, but a metaphorical bridging of the gap between an old way of making whisky and a new.”

Having quite an obsession for his employees’ diets, every day Peter Mackie’s staff were rationed a nourishing invention of his called ‘BBM’. Blood, Bone and Meal was prepared every day on the premises under the company’s boardroom floor. He had some strong views on nutrition and wanted to make sure his staff had good health.

Peter Mackie’s partner in this endeavour was Alexander Edward: born in the village, he was just 25 when Craigellachie distillery was built and had already inherited Benrinnes from his father. The partners were well-placed to make the most of the opportunities offered by the increasingly dynamic distilling industry; they could respond with alacrity to what the market required using smoky Lagavulin, robust Benrinnes and now a third style of whisky from Craigellachie.

Designed by Charles Doig, the pre-eminent distillery architect of the 19th century, Craigellachie began production in 1891.





Alexander Edward's master stroke was the building of the Craigellachie Hotel in 1896, which transformed a village in the Highlands into a destination for the shooting and fishing set. Thereafter, he went on to build a further three distilleries which resulted in the development of Craigellachie.

Again, according to Dave Broom in his authoritative book on the subject:

“Craigellachie, like most distilleries, had spent its life providing fillings for blends. This isn't unusual. After all, 90% of the Scotch whisky sold globally is blended. Malt distilleries, by and large, exist to provide liquid for those blends.”

“This doesn't mean however that the whiskies they produce are inferior to those who have gained fame as single malt brands. In fact, you could argue that the whiskies which blenders revere because of their character are the ones which are the least well known. They have been ring-fenced, guarded, protected. They are rare in terms of their character.”

“Craigellachie is one of those. As other distilleries foundered, as styles changed, it remained true to itself, a flag bearer for a different style, one which had been set by Mackie and Edward. Eventually it was to become the only distillery in Scotland making it.”



Flames. Flared Light. Fireworks. Breathe in Bonfire Night. Clove-studded baked apples. Sulphury cordite. Hefty, malty, mazy in the mouth. Bonnie Sweet, but with fire in its belly.





CRAIGELLACHIE
1891 SPEYSIDE 1891

AGED 17 YEARS

CRAIGELLACHIE

OLD FASHIONED IN 1891

EDWARD & MACKIE
FOUNDERS

CRAIGELLACHIE



SPEYSIDE

SINGLE MALT SCOTCH WHISKY

RESTED IN HAND MADE OAK CASKS FOR A MINIMUM OF SEVENTEEN YEARS FOR A RICH FULL CHARACTER

WITH FLAVOURS REMINISCENT OF TOBACCO & DRIED FRUITS

AGED 17 YEARS

INDIVIDUAL BOTTLE NUMBER: No. 04-6187

FOUNDERS: *Edward Mackie*
ALEXANDER EDWARD PETER J. MACKIE

DISTILLED AND BOTTLED IN SCOTLAND BY THE CRAIGELLACHIE DISTILLERY COMPANY 750ML

45% ALC. BY VOL.

1891

A caustic candy store. Vanilla, exotic fruits. Sweet treats. Then the sucker punch; a jab of aromatic liquorice and a smooth, smouldering end. A nippy sweetie of a nip.





AGED 19 YEARS

CRAIGELLACHIE

No: 04-6137 OLD FASHIONED IN 1891

EDWARD & MACKIE
FOUNDERS

CRAIGELLACHIE



SPEYSIDE

SINGLE MALT SCOTCH WHISKY

GUARANTEED

19

YEARS IN OAK

RESERVE

SPECIAL

IN A BYGONE ERA of whisky production, many distilleries evaded their spirit in WOODEN stills and condensers. Sitting stubbornly atop a rock in Speyside, Craigellachie has stuck by this rare method which imparts unusually strong, rich, luscious flavours.

FOUNDERS: *Edward Mackie*
ALEXANDER EDWARD PETER & MACKIE

46% ALC. BY VOL. THE CRAIGELLACHIE DISTILLERY COMPANY 750ML

1891

Stand fast for a skirmish. Tempting, pungent pineapple. A deil's cauldron of tangled flavours; spicy, sulphurous, biscuity beneath. A bellicose malt of backbone and brimstone. Feisty but braw.





AGED 23 YEARS

CRAIGELLACHIE

OLD FASHIONED IN 1891
EDWARD & MACKIE
FOUNDERS



SPEYSIDE
SINGLE MALT SCOTCH WHISKY
CRAIGELLACHIE DISTILLER

TYPE: IN BOTTLE
SIGNATURE 23% SINGLE MALT

NOTE: Sitting stubbornly atop a rock in Speyside, our distillery uses rare WORM TUB condensers to impart uniquely strong, sulphury flavours to its spirit.

BATCH: No: 04-6137

FOUNDERS: *Edward Mackie*
ALEXANDER EDWARD MACKIE

DISTILLED AND BOTTLED IN SCOTLAND BY
THE CRAIGELLACHIE DISTILLERY COMPANY

46% ALC. BY VOL. 750ML

1891

A malty tang. Oil. Grit and grist. Summons the mill house of old. Then cinnamon and a menthol dunt. Pig-headed, big flavoured. Sweet-and-sulphur with each mouthful. A muckle, meaty dram.





WATER

A spring on the nearby hill of Little Conval provides the water from which our whisky is distilled, just as it did when the distillery was founded. It collects in the Blue Hill, a 40 feet deep dam. Unsurprisingly, we have never been concerned about a shortage of water.

BARLEY

Craigellachie is the only distillery to use malted barley from a particular kiln in Glenesk. It is, unusually, produced using an oil fire, giving us the specific level of sulphur desired and leading to a spirit with a noticeably heavier character than most.

BLOOD, BONE AND MEAL

In addition to being a dynamic whisky blender and distillery owner, Peter Mackie had some strong views on nutrition; every day his staff had to have a ration of his nourishing invention 'BBM', which was prepared on the premises.

THE DISTILLERY CAT

At one time the distillery had a cat which liked to warm itself high up in the stillhouse. However, when it smelt the vapour coming off the spirit as it rose up the stills, it would run away. Seeing the cat move, the stillmen knew that it was time to turn the steam down; a fine example of man and beast working together.

WORM TUBS

In a bygone era of whisky production many distilleries cooled their spirit in worm tubs. Unlike modern condensers, worm tubs contain no copper which would otherwise reduce the distillate's sulphur content. Craigellachie has stuck by this rare and traditional method, despite the expense involved, as it produces a far heavier spirit and imparts unusually strong, sulphury flavours.





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