



DEWAR'S ABERFELDY DISTILLERY TOAST A TRIO OF AWARDS

Aberfeldy, Scotland, December 21, 2017--The team at Perthshire's Dewar's Aberfeldy Distillery is seeing out the year in style, after capturing three industry awards in as many weeks.

The run of success kicked-off with the Scottish Thistle Awards' regional final for Central East and Tayside, held on 23 November at Prestonfield House in Edinburgh, where Dewar's Aberfeldy Distillery emerged victorious in the *Best Visitor Attraction* category. The experience will now go forward to the national final, which takes place on Thursday 15 March.

The team also received recognition from the business community, at the Perthshire Chamber of Commerce Business Star Awards on 24 November, where it picked up the *Excellence in Tourism & Leisure Award*.

The whisky industry also honoured the visitor experience by naming it the *Visitor Attraction of the Year* at the Icons of Whisky Scotland 2018 Awards, which took place in Edinburgh on 1 December. Dewar's Aberfeldy Distillery will now go head-to-head against the regional winners in Australia, Ireland, America, India and the Rest of the World at the global awards, which will be held in March 2018.

Charlotte Brown, UK Brand Homes General Manager at Dewar's Aberfeldy Distillery, says: "We're thrilled to have picked up these three important awards in such quick succession. The awards recognise our continued investment in the experience over recent years, which we've done to establish Dewar's Aberfeldy Distillery as a must-see visitor attraction.

"The awards are also a reflection of the hard work put in by the whole team, and I'd like to thank them for the hard work in making every visitor to Dewar's Aberfeldy Distillery feel welcome."

Earlier this year, the experience was enhanced by a new multi-media app, delivered via iPads®, which allows visitors to explore the Dewar's archive in greater depth. The app, which is provided in 11 languages, also enhances the experience for the distillery's many international guests.

Dewar's Aberfeldy Distillery offers a variety of enjoyable and informative distillery tours to choose from including: the Aberfeldy Tour (£9.50 per adult); Cask Tasting Tour (£17); Connoisseur Tour (£27); and Blender's Tour (£75).

For more information or to reserve your experience, please visit www.dewarsaberfeldydistillery.com or call +44(0)1887822010.

Notes to Editors:

Dewar's world-renowned crafted Highland Single Malt ABERFELDY® has been produced at the Aberfeldy Distillery since 1898 and the visitor experience is located in one of the original buildings.

An extensive refurbishment of the visitor centre was undertaken back in 2014 which saw many of the traditional features of this historical building refurbished. A new dramatic 'stave tunnel' installation, made from oak casks, leads visitors from the heritage exhibition to the hosting area. There is also a feature archive wall, which showcases vintage memorabilia, signs and advertising campaigns from throughout Dewar's history.

The centre's café boasts a locally sourced menu offering an extensive selection of freshly prepared hot and cold dishes based on the finest ingredients. The welcoming Whisky Lounge provides a homely yet stylish retreat with hand-crafted furniture, large sofas and a cosy fireplace.

The Distillery Shop showcases the full DEWAR'S® Scotch whisky brand portfolio of multi-award winning premium blends including the iconic WHITE LABEL®, DEWAR'S 12-year-old, DEWAR'S 18-year-old and the exclusive DEWAR'S 25-year-old. Visitors can fill their own bottle of exclusively-aged ABERFELDY® single malt from a choice of two hand-selected casks.

Address

Dewar's Aberfeldy Distillery, Aberfeldy, Perthshire, PH15 2EB, Scotland. Based 74 miles from Edinburgh and 87 miles from Glasgow

Opening times:

April – October

Monday – Saturday 10:00 – 18:00

Sunday 12:00 – 16:00

November – March

Monday – Saturday 10:00 – 16:00

Sunday Closed

Last admission 1 hour before closing.

Closed over Christmas and New Year, phone for details.

About DEWAR'S

Founded in 1846 by John Dewar, DEWAR'S has grown from a small wine and spirits merchant shop in Scotland, to the world's most awarded Blended Scotch Whisky. Best known for its iconic DEWAR'S WHITE LABEL, the top selling Blended Scotch Whisky in the USA, it expanded its family to create a portfolio of premium & super premium whiskies including DEWAR'S 12-Years-Old, DEWAR'S 18-Years-Old & the exclusive DEWAR'S 25-Years-old.

The DEWAR'S® brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

ENJOY RESPONSIBLY

www.dewarsaberfeldydistillery.com

Media enquiries:

Craig MacLellan / Alie Simpson

Pagoda Porter Novelli

0131 556 0770

craig.maclellan@pagodapr.com / alie.simpson@pagodapr.com

DEWAR'S AND WHITE LABEL ARE TRADEMARKS