

## GreatDrams Ventures Overview



## Contents

- Executive Summary
- About GreatDrams
- Practicalities & personnel
- Our current products
- Marketing the product

## Executive Summary

GreatDrams is a family business bringing great quality, limited edition whiskies and whiskeys to the people, all at a fair price. Never repeating our products, and never compromising on flavour. Award-winning from our first dram, we will introduce whisky drinkers to their next favourite.

We are experts in finding incredible tasting rare casks of whisky. Each bottle is hand numbered, casks numbers present, bottling & distillation dates are visible.

GreatDrams was launched with the aim to make great whisky more approachable & available.

Every product is limited edition, a finite amount of it will ever be produced and bottled, and it is all exclusively available from us.

**In April we were awarded Drinks Producer of the Year for 2019, in December 2018 our first release under won a Silver Medal in the Independent Bottlers Challenge and in August we were awarded two gold stars in the Great Taste Awards for our Girvan release and one gold star in the Great Taste Awards for our Craigellachie release. Since then we have picked up two further accolades, namely being awarded 91.5% for our Girvan release in Jim Murray's 2020 Whisky Bible, and 80.5% for our Craigellachie release in the same publication.**



Cheshire Drinks  
Producer of the  
Year 2019



Independent  
Bottlers  
Challenge Silver  
Medal 2018



Online Spirits  
Resource of the  
Year 2018



UK Food &  
Drink Blog of  
the Year 2017

Unlike most of our competitors, all of our products are limited edition as they are all bottled from just one cask of whisky at a time, often with sub-250 bottles available of any given product upon release.

We are also in the unique position that, as a small family company operated by a husband and wife duo, we can be nimble and flexible to market needs around flavour, whisky style and also with the creation of limited edition single cask whisky releases for specific countries.

## About GreatDrams

### **GreatDrams is all about raising spirits**

GreatDrams is the brainchild of Gregory Dillon (Greg), a passionate brand, innovation and marketing consultant. With a background within the world of brand strategy, having started his career at Reuters before joining Bloomberg and finally moving agency side to work with some of the most compelling brains in the marketing world to develop and hone his brand-building craft and which would set him on the path that would lead to setting up his consulting firm, GreatDrams Consulting.

Editorially, GreatDrams is one man's mission to experience, share and inspire with everything great about whisky/whiskey through stories, reviews, news, and interviews.

GreatDrams was created having enjoyed single malt and blended whiskies over the years, and working with many whisky and other luxury spirits brands so Greg knew the drinks industry intimately from both sides. Over time he noticed how tough it can be for amateur tasters and collectors to enter the whisky world in particular and really get an understanding of all things malt (or grain, or rye...).

This site's aim is to democratise whisky and inspire consumers to explore flavours and brands within the market, never settling on just one favourite.

The purpose of GreatDrams is to provide a platform with content for people new to drinks and those who are learning about whisky as much as those who are more experienced whisky fans because, ultimately, those interested in exploring this great drink are under-served by the whisky industry.

GreatDrams is a place for positivity in a world where oftentimes misplaced contention for the sake of it, or to get a reason or seeming to be above others because there is a sense of anti-establishment in the tone.

Away from GreatDrams, Greg also regularly writes for Whisky Magazine, Whisky Quarterly, Spiritus, The Evening Standard, The Independent, Liquor.com, Flaviar.com and various other magazines and online publications on an adhoc basis.

## Practicalities & personnel

### Gregory Dillon (Greg) - Director

An award-winning writer, brand strategy and social media consultant working with brands big and small within the spirits industry to define, fix, build and grown their brands. He also founded GreatDrams.com and has recently authored his first whisky book, The GreatDrams of Scotland, a conversational book of distillery stories, anecdotes and historical accounts from distilleries all over Scotland. Greg has contacts throughout the industry in nearly all brands and companies which will be invaluable for building GreatDrams Ventures going forward.

Greg is also a judge on several whisky judging panels including:

- The Spirits Business Masters
- The IWSC
- The IWSC Packaging Awards
- World Whisky Awards



### Kirsty Dillon - Director

A proven Marketing Manager with over ten years experience in the strategic acquisition and retention of customers. She has led multichannel campaigns with extensive experience in media strategy both on and offline to acquire new customers. Familiar with working across different sectors, her experience to date will be used to gain new customers and delight existing customers.

Kirsty joined GreatDrams Ventures in February 2018 with the remit to grow the customer base and build on the brand awareness already achieved.

### The company

As a company we have won many awards already, with a snapshot of them shown below.



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## Example past products - UK / EU releases

### CRAIGELLACHIE SINGLE MALT RARE CASK SERIES

This robust Speyside single malt has had a unique Oloroso Sherry cask finish giving it a lovely warming spice and fruity character.

Craigellachie has a special place in our hearts as its old school production techniques, including using worm tubs as a cooling system, perfectly produces a thick, flavoursome whisky. This Single Malt Scotch Whisky was distilled at the Craigellachie distillery up in gorgeous Speyside & filled into ex-Bourbon cask #900668/07A in 2007 before being finished in an ex-Oloroso Sherry Cask for six months to amplify the fruity, spicy flavour notes for this release.

Distillery: Craigellachie

Region: Speyside

Age: 11 Years Old

Distilled: 23rd Oct 2007

Bottled: 30th Oct 2018

Cask type: 10 years in a first fill bourbon cask, finished for six months in an Oloroso Sherry Cask

ABV: 46.2%

Volume: 50cl / 500ml

Limited: 220 bottles globally

Non-chill filtered

Natural colour

The whiskies we release in The GreatDrams Rare Cask Series are amongst the rarest releases in the whisky industry as they cannot be repeated, they are not blended and are the truest representation of a distillery's character you can get. We genuinely hope you enjoy this whisky, the first release in the GreatDrams Rare Cask Series, as much as we do.



## GIRVAN SINGLE GRAIN SCOTCH WHISKY SINGLE CASK SERIES

With sweet, creamy notes of caramel, burnt sugar, hints of fresh fruit and fresh vanilla pods, this single cask Scotch whisky is super-smooth.

This Single Cask Single Grain Scotch Whisky was distilled at the Girvan Distillery in the Lowlands of Scotland, a distillery that is rarely seen bottled as a whisky in its own right.

With sweet, creamy notes of caramel, burnt sugar, hints of fresh fruit and fresh vanilla pods, this single cask Scotch whisky is super-smooth.

Distillery: Girvan  
 Region: Lowlands  
 Age: 11 Years Old  
 Distilled: 27th June 2007  
 Bottled: 27th February 2019  
 Cask type: Ex-Bourbon Hogshead  
 ABV: 46.2%  
 Volume: 50cl / 500ml  
 Limited: 273 bottles globally

Non-chill filtered  
 Natural colour

Girvan is one of the industrial chic distilleries of the Scotch whisky industry and was constructed in 1963 with the first spirit running from the stills on Christmas Day.

The stills at Girvan were designed by a farmer who worked for the distillery part time purely because he had a fascination and love for technical drawings and calculations.

Single casks are the rarest releases in the whisky industry as they cannot be repeated, they are not blended & are the truest representation of a distillery's character you can get.

