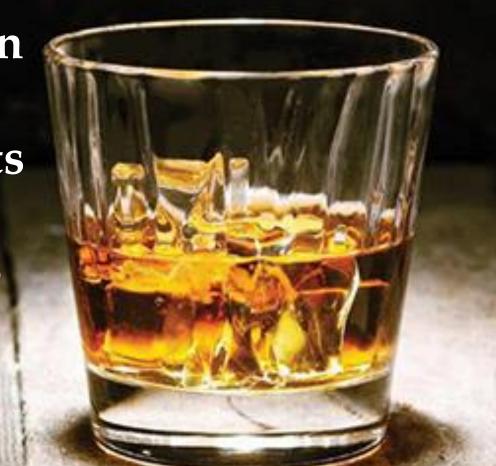


The most powerful whisky brands told stories....

.... leaving consumers with an emotionally rich sense of the brand that was grounded in its history or in an imagined visual landscape in which the brand is placed











FIRST LEGAL ISLE OF RAASAY SINGLE MALT IN SCOTCH WHISKY HISTORY

Rooted in centuries of illicit distilling, the Hebridean Isle of Raasay provides the ingredients for the perfect dram.

Our signature Isle of Raasay Single Malt expression is lightly peated balanced with rich dark fruit flavours. A flavour profile inspired by some older style smoky Hebridean single malts.

Combining tradition with contemporary thinking. That's the Raasay way.



Raasay's landscape is incredible. Much of the geological history of Scotland is here in one form or another.

Our decanter-like glass bottle captures the island's rugged natural beauty in all its glory. With Raasay's fossils and rocks moulded into the glass, holding it is like holding a piece of Raasay in your hands, no matter where you are in the world.









FREE TO JOIN WHISKY CLUB

Slainte Club is our way of bringing together Raasay whisky and gin fans from around the world. From the curious to the connoisseur, our Slainte Club community has something for everyone.

Enjoy £5 off your first online orders of £50 or more, and be the first to find out about new releases, exclusive events, offers, and stories from the Isle of Raasay Distillery.

24 September at 15:00 · *

Did you know? Every single order you place, from the Isle of Raasay Gin to our Single Malt is distilled, matured, bottled, packaged and dispatched from here on the Isle of Raasay! Not bad for a small island of 161 people.





1 comment 5 shares

RAASAY RAIDERS... 100 YEARS ON

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100 years ago, seven men left the Isle of Rona to stake out more fertile land on the Isle of Raasay. They became known as the Raasay Raiders.

It was to Rona - a small, rocky island just north of Raasay - that the Raiders' ancestors had been cleared to make way for sheep farms during the Highland Clearances.



Leveraging the power of scarcity



- ISLE OF -

RASAY

HEBRIDEAN SINGLE MALT SCOTCH WHISKY

INTRODUCING THE ISLE OF RAASAY SINGLE MALT

LIGHTLY PEATED BALANCED WITH RICH DARK FRUIT FLAVOURS

ENTER THE BALLOT

3,000 bottles of our signature Isle of Raasay Single Malt are available via two online ballots (the fairest way of ensuring everyone has the opportunity to order this release).

- Ballot 1 is for one of 2,500 70cl bottles of our Isle of Raasay Single
 Malt NOW CLOSED
- Ballot 2 is for one of 500 tickets to our global virtual launch event hosted by Alasdair Day and Dave Broom - NOW CLOSED



Key takeaways:



Engage on hypotheses & the challenge upfront

Layer to meet objectives

Look at culture & other markets to future proof

Listen to how category truths are made to understand how to subvert them