

Slàinte!

How the Isle of Raasay  
distillers challenged category  
convention to launch a young,  
premium, Scottish whisky







**Launch into the  
mature, traditional,  
global Scotch whisky  
market with a new  
single malt brand**





Well established category conventions

A need to reinvent quality and create new reasons to believe



# Using insight to reframe the category:

## Layered approaches

Size the market and define optimum target typologies

Trends assessment via experts & leading edge consumers

Ethnographic observation in New York and London whisky bars + category semiotics in store

Creative, stimulus-led workshops with whisky storytelling exercises

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





A photograph of a distillery interior. In the foreground, two large, polished copper stills are visible, partially cut off by the frame. A black metal railing with horizontal bars runs across the middle ground. Behind the railing, a large window offers a view of a calm blue lake, a green field, and a range of snow-capped mountains under a clear blue sky. The scene is brightly lit, suggesting daytime.

Create a sense of place

Provenance  
Illicit distilling  
Isolation & mystery





## 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.



Leverage  
Raasay's  
dramatic  
landscape






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.





A photograph of three men in a dimly lit bar. The man on the left is in profile, looking down at a glass of whisky. The man in the center is slightly out of focus, looking towards the camera. The man on the right is also out of focus, holding a glass of whisky. The background is blurred with warm, bokeh light effects.

Ignore 'young'...

...think 'modern'





## FREE TO JOIN WHISKY CLUB

Slàinte Club is our way of bringing together Raasay whisky and gin fans from around the world. From the curious to the connoisseur, our Slàinte 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.



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 and dispatched from here on the Isle of Raasay! Not bad for a small island of 161 people.



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MAR

## RAASAY RAIDERS... 100 YEARS ON

📁 RAASAY DISTILLERY BLOG 📁 GAELIC, LOCAL NEWS, RAASAY 💬 0

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.



👍❤️ 148

1 comment 5 shares



# Leveraging the power of scarcity



## – ISLE OF – RAASAY

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**



First and  
subsequent  
releases sold out





## 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**