

# TRANS PAR ENCY



PROGRESSIVE HEBRIDEAN  
DISTILLERS  
**BRUICHLADDICH**  
SINCE 1881



The image shows three glass bottles of whisky, each with a black cap, sitting on a rustic wooden surface. The bottles are filled with a golden-brown liquid. The background is blurred, showing more bottles and warm, bokeh light effects, suggesting a distillery or warehouse setting. The text is overlaid on the right side of the image.

HOW MUCH  
INFORMATION  
ARE WE ALLOWED  
TO GIVE YOU  
ABOUT OUR  
MULTI-VINTAGE  
CUVEES?

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*Cask samples being prepared. Warehouse 12.*





Twelve casks of seven different types have been deployed in the crafting of 'Transparency'. 1,000 bottles of this new multi-vintage Port Charlotte have been released to celebrate Feis Ile 2017.

The casks used are:

- 4 x first fill ex-Bourbon hogsheads filled in [REDACTED]
- 1 x first fill ex-Bourbon cask filled in 2004 and aged from 2012 in wood that previously held a fine claret.
- 1 x first fill ex-Bourbon cask filled in [REDACTED] and aged from 2013 in ex-Sauternes wood.
- 2 x first fill ex-Bourbon barrels filled with spirit in [REDACTED]
- A vatting of spirit distilled in [REDACTED] and matured in ex-Sherry, wine and Bourbon casks. Aged from 2015 in 2 x second fill ex-Bourbon barrels.
- 1 x quality ex-Sherry hogshead, full term, filled in [REDACTED]
- 1 x full-term European oak ex-Sauternes cask filled in [REDACTED]

Port Charlotte 'Transparency' is:

- Heavily peated Islay single malt Scotch whisky
- Distilled using 100% Scottish barley
- 56.4% alc. vol.
- Matured entirely on Islay
- Bottled at the distillery using Islay spring water
- Non-chill filtered
- Colouring free



ADAM HANNETT  
HEAD DISTILLER

# THE ISSUE OF TRANSPARENCY IN SCOTCH HAS LONG BEEN CONTENTIOUS.

Aeneas MacDonald, who penned *"The finest whisky book ever"* according to Dave Broom, wrote this:

*"There seems, in fact, to be something rather like a conspiracy of silence among the proprietors of the different brands of whisky, a conspiracy to prevent the consumer from knowing what he is drinking."*

MacDonald was writing back in 1930 ('*Whisky*' by Aeneas MacDonald - reprinted by Birlinn ©Ian Buxton 2016)

Eighty seven years later the issue of transparency is once again centre stage.

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*Casks in the old bonds, Port Charlotte.*







# OVER A DECADE AGO, BRUICHLADDICH PIONEERED A SERIES OF SINGLE MALTS THAT WE DESCRIBED AS '*MULTI-VINTAGE CUVEES*'.

We introduced legendary drams such as '*Rocks*', '*Waves*' and '*Peat*' which did not carry an age statement.

Openly promoting their youth and vitality, we passionately argued that age alone is not a reliable indicator of quality in Scotch whisky.

We have not changed our view.



# IN THE YEARS SINCE, THE 'NAS' CONCEPT HAS BEEN WIDELY ADOPTED BY THE WHISKY INDUSTRY

Hundreds of what have become known as NAS (No Age Statement) whiskies have now appeared. This has caused many of you, whisky enthusiasts who care deeply about single malt Scotch, to become rather sceptical.

Many of you now question the motivation of the '*industry trend*' behind NAS.

We believe you are right to ask these questions. We believe that you have the right to know what is in your dram.


Eighty seven years ago Aeneas MacDonald saw things the same way. He wrote: *"The present policy of mystification only arouses the suspicion and wrath of the intelligent consumer and gives the unscrupulous proprietor an unfair advantage over his honest rival..."*

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Adam Hannett working with Josh Wood.







# BRUICHLADDICH, PORT CHARLOTTE AND OCTOMORE WHISKIES ARE COMPLEX DRAMS.

We believe that many people who are passionate about single malts would like to be able to access some of the fascinating detail behind our multi-vintage cuvees. Unfortunately, some readings of an EU Regulation (12.3 of the Spirit Drinks Regulation No 110/2008) suggest that whisky companies who publish the individual ages of the casks in multi-vintage bottlings are in breach of those regulations. Some argue that this has resulted in the current trend for NAS whiskies.

We believe that this EU regulation governing age statements is well intentioned.

It says, for example...

*"The measures applicable to the spirit drinks sector should contribute to the attainment of a high level of consumer protection, the prevention of deceptive practices and the attainment of market transparency and fair competition... by continuing to take into account the traditional practices used in the production of spirit drinks as well as increased demand for consumer protection and information."*

We agree.

We too are committed to market transparency and fair competition.

While respecting these regulations (so only when requested), we will therefore provide you with the cask recipes used in the creation of these great drams.



# WE ARE VERY PROUD OF OUR ‘NAS’ WHISKIES.

All are the result of a cask management system of unparalleled quality and complexity. Each is signed by Adam Hannett who has complete control over exactly how they are constructed.

The regulations do explicitly prevent us from displaying anything other than the age of the youngest whisky in marketing and advertising materials.

In order to comply with these regulations, the ages of some of the casks used in a sample vatting of The Classic Laddie have therefore been hidden in the example opposite. The recipes for both are available, by request only, on [bruichladdich.com](http://bruichladdich.com)



[RECIPE TYPE]  
CLASSIC LADDIE


[BATCH N°.]  
16 / 200

[BOTTLED]  
2016

A VATTING OF 76 CASKS, 4 VINTAGES, 2 BARLEY TYPES AND 5 CASK TYPES:

[N° CASKS]	[VINTAGE]	[BARLEY ORIGIN]	[CASK TYPE]
8		SCOTTISH MAINLAND	BOURBON USA BARREL 1 <sup>ST</sup> FILL
7		SCOTTISH MAINLAND	BOURBON USA BARREL 1 <sup>ST</sup> FILL
2	2009	SCOTTISH MAINLAND ORGANIC	FRANCE BORDEAUX MARGAUX RED HOGSHEAD 3 <sup>RD</sup> FILL
5	2009	SCOTTISH MAINLAND ORGANIC	MADEIRA HOGSHEAD 3 <sup>RD</sup> FILL
1	2009	SCOTTISH MAINLAND ORGANIC	SPAIN RIBERA DEL DUERO RED HOGSHEAD 3 <sup>RD</sup> FILL
12	2009	SCOTTISH MAINLAND ORGANIC	SPAIN RIBERA DEL DUERO RED HOGSHEAD 1 <sup>ST</sup> FILL
28	2009	SCOTTISH MAINLAND	BOURBON USA BARREL 1 <sup>ST</sup> FILL
13		SCOTTISH MAINLAND	BOURBON USA BARREL 1 <sup>ST</sup> FILL

VATTING THE CLASSIC LADDIE




CREATING A MULTI-VINTAGE CUVÉE SUCH AS THE CLASSIC LADDIE IS ONE OF THE MOST COMPLEX AND DEMANDING RESPONSIBILITIES SHOULDERED BY OUR HEAD DISTILLER AND BLENDER ADAM HANNETT. THIS FASCINATING SINGLE MALT SHOWCASES THE ELEGANT, FLORAL STYLE OF BRUICHLADDICH, AND IT IS ACHIEVED BY CAREFULLY ASSEMBLING A SUITE OF FLAVOURS FROM A WIDE ARRAY OF CASKS.

AS A BLENDER, ADAM NEEDS A PROFOUND UNDERSTANDING OF THE CHARACTER OF THE STOCKS THAT ARE SLUMBERING IN OUR SALT-SOAKED LOCH SIDE WAREHOUSES ON ISLAY - SO CARRYING A MULTI-DIMENSIONAL PICTURE OF THE SENSORY POTENTIAL THAT SURROUNDS HIM IS AN ABSOLUTE REQUIREMENT OF THE ROLE.

HE IS RESPONSIBLE FOR AN INVENTORY OF OVER 60,000 CASKS. ALTHOUGH THE MAJORITY ARE AMERICAN OAK, ADAM ADDITIONALLY HAS A BROAD PORTFOLIO OF WOOD FROM AROUND 200 DIFFERENT SOURCES. THE AGE OF SPIRIT THEY HOLD RANGES FROM NEW MAKE TO A VERY SMALL AMOUNT THAT DATES BACK TO THE 1970'S.

READ THE FULL ARTICLE HERE



ADAM HANNETT  
HEAD DISTILLER

[BATCH]  
16 / 200

CLOSE

[www.bruichladdich.com](http://www.bruichladdich.com)





# TRANSPARENCY IS APPARENT EVERYWHERE HERE AT BRUICHLADDICH.

We celebrate variety in single malt whisky by exploring and sharing with you the many different aspects of barley provenance, cask origins and time.

There are many reasons why transparency is central to what we do – and nowhere is this more apparent than with The Classic Laddie and Port Charlotte Scottish Barley. These multi-vintage cuvees are created in batches, and because we refuse to homogenise our whisky, these batches inevitably exhibit subtle variations. We hope that being able to access this detailed information will help you understand what we are doing while helping us tell our story.

There have been a large number of batches released for both of these drams, involving thousands of casks – and knowledge of the batch codes will make the recipe for each one available to you.

Occasionally we will release a multi-vintage cuvee that is limited to a single batch – one that will never be repeated. This is the case with the recent Octomore OBA Concept, and the Port Charlotte 'Transparency' bottling at Feis Ile 2017. The recipe for both is available, by request only, on [bruichladdich.com](http://bruichladdich.com)

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*Kevin Wiggins and Andy Ritchie bottling a batch  
of The Classic Laddie in The Harvey Hall*



# OUR PHILOSOPHY IS ROOTED IN AUTHENTICITY, PROVENANCE AND TRACEABILITY.

These are not simply lofty ideals or marketing hype. We are determined to deliver them in practice. That means providing you with genuine transparency.

We are therefore prepared to challenge the comfortable conventions that appear to block our path. We are prepared to stand alone and take on institutionalised thinking. We know this is going to be difficult, but making the world's most thought provoking whiskies was never going to be easy.

We are encouraged by the upsurge in interest in transparency in many areas, but particularly among those of you who, like us, love great food and drink.

We believe that concealing relevant information is no longer acceptable.

*- Douglas Taylor, CEO.*





PORT CHARLOTTE  
HEAVILY PEATED  
ISLAY SINGLE MALT  
SCOTCH WHISKY

Please Drink Responsibly.

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DISTILLED, MATURED AND BOTTLED,  
UN-CHILL FILTERED AND COLOURING FREE,  
AT BRUICHLADDICH DISTILLERY,  
ISLE OF ISLAY, SCOTLAND.

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