



NEW APP BRINGS WHISKY HISTORY TO LIFE AT DEWAR'S ABERFELDY

DEWAR'S® authentic Highland home offers enhanced visitor experience

Aberfeldy, Scotland, April 13 – Scotland's iconic Dewar's Aberfeldy Distillery in Perthshire has revolutionised its already award-winning tour experience with a bespoke multi-media app, bringing its historic archives to life for visitors.

The creation of the experience, the first of its type for a Scotch whisky distillery, was inspired by similar innovations in some of the world's leading museums and art galleries. Delivered via iPads® for visitors to the distillery's heritage exhibition, the app allows them to build their own experience rather than the more linear audio tour previously offered. Users are also able to view items that, due to their fragility, are not currently on display to the public.

The app uses the latest technology to recognise visual 'trigger points,' accessing additional information, imagery, sound and video when held over them. Provided in 11 languages, the app also enhances the experience for the distillery's many overseas visitors.

Jonathan Wilson, Visitor Operations Manager, comments: "It's exciting to see our historical archives presented in such a contemporary way. Whilst an iPad can never replace the personal interaction provided by our distillery tours, the new experience is a wonderful bonus that allows whisky lovers, visitors and locals alike to delve deeper into the Dewar's story."

Developed by Glasgow creative branding and digital agency Contagious, the app uses a simple interface with icons on screen to access specific room-based content throughout heritage exhibition. Access to the heritage exhibition and use of an iPad is included in all the distillery's tour options, which also offer a guided tour through whisky production and the atmospheric warehouse, before a whisky tasting.

Dewar's Aberfeldy Distillery offers a variety of fun and informative Distillery tours to choose from including the Aberfeldy Tour (£9.50 per adult), Cask Tasting Tour (£17), Connoisseur Tour (£27), Blender's Tour (£75) and Private Dewar's Tour (£99).

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

Notes to Editors:

DEWAR'S world-renowned crafted Highland Single Malt has been produced at the Aberfeldy Distillery since 1898 and the visitor centre, which was awarded 'Distillery Visitor Experience of the Year 2016,' is in one of the original buildings.

An extensive refurbishment 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, now leads visitors from the heritage centre to the hosting area and a new hand-crafted glass light feature has been created with hand-blown glass droplets fashioned on whisky droplets. To complement the existing heritage exhibition, 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. There is also an enhanced dramming bar, which provides a homely yet stylish retreat with hand-crafted furniture, large sofas and a cosy fireplace.

A brand store showcases the full DEWAR'S Scotch whisky brand portfolio of multi-award winning premium blends including the iconic DEWAR'S WHITE LABEL®, DEWAR'S 12 year old, DEWAR'S 18 year old and the exclusive DEWAR'S Signature.

Address

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* Signature.

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.

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www.dewarsaberfeldydistillery.com.com

Media enquiries:

Audrey Cassels

Jigsaw PR

Tel: 0131 466 1539/ 07415 895529

E: Audrey@jigsawpr.com or alison@jigsawpr.com

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