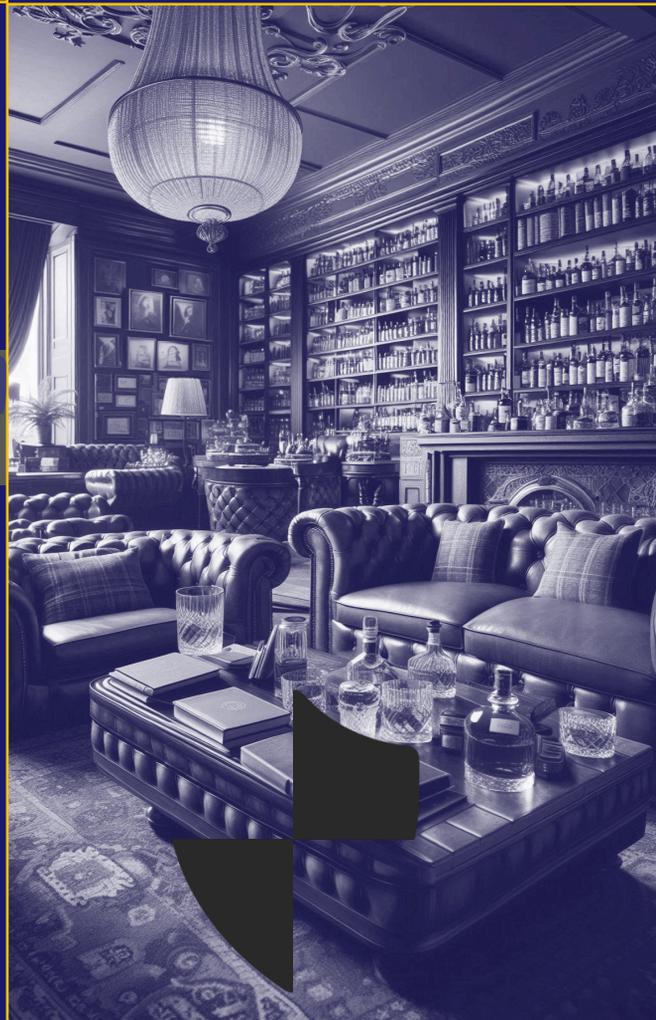




the Robbie Burns Whisky Co. Brand Guidelines



Playbook for
all things
branding at
the RBWC



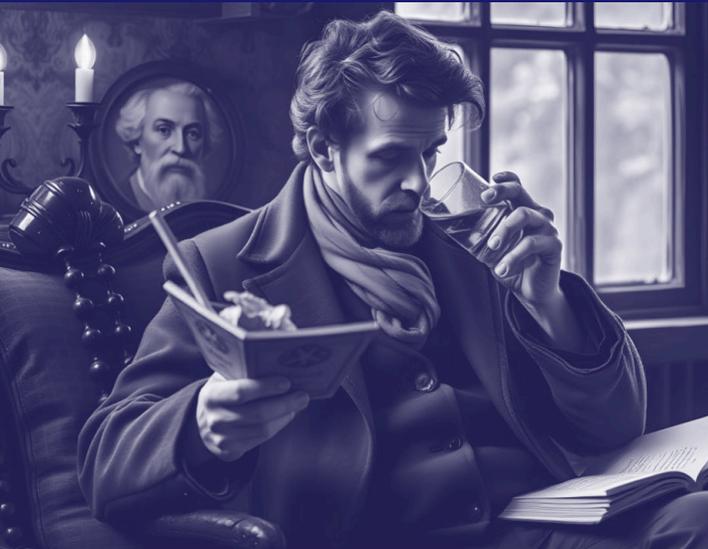


Bard of Scotch



Imagine a spirit that captures the very essence of Scotland, a journey that begins in the lush, rolling hills, and ends in a glass, brimming with rich flavour and heritage. Welcome to The Robbie Burns Whisky Company, a new premium single malt Scotch whisky brand, expertly crafted in the heart of Scotland's Lowlands. As we prepare to introduce ourselves to the whisky community, we invite collectors and connoisseurs

to join us in this exciting journey. The The Robbie Burns Whisky Company promises not just a premium limited-release Scotch Whisky, but a taste of Scotland's cherished traditions, aiming to make a significant impact in the world of Scotch whisky. Discover the heritage, savour the craftsmanship, and raise a glass to quality to The Bard of Scotch



At The Robbie Burns Whisky Company, we're not producers, but we are passionate custodians of Scotland's whisky legacy. Our offerings are meticulously curated from all six Scotch-making regions, ensuring each limited-run expression encapsulates the craftsmanship and diverse flavour profiles that define this iconic spirit. With every bottle boasting a minimum age of 10 years and drawn from pre-aged barrels, you can trust that quality and tradition are at the forefront of our philosophy.

Exclusivity is our hallmark; we produce only limited batch Scotch Whisky, elegantly packaged in a numbered box with a certificate of authentication. This isn't just a whisky purchase; it's a commitment to artistry and distinction.

At the core of The Robbie Burns Whisky Company's ethos lies an unwavering dedication to quality. Each expression is a testament to the art of whisky-making, poured from pre-aged barrels and bottled at a minimum age of 12 years. The company takes pride in its exclusivity; every release is limited to just 250 bottles per batch, ensuring that whisky enthusiasts have the opportunity to savour truly unique offerings. Each bottle is elegantly presented in a beautifully numbered box, accompanied by a certificate of authenticity, marking not just a purchase, but a commitment to quality that collectors and connoisseurs will cherish

The Robbie Burns Whisky Co. was founded by a passionate whisky aficionado, Dan Hills who envisioned a brand that celebrates Scotland's most celebrated spirit. This vision has been carefully crafted over the past three years in collaboration with The Robbie Burns Trading Co. in Melbourne, Australia, where the Owner, Robbie Burns, a distant relation of his namesake, is the holder of the "Robbie Burns Whisky" TradeMark, across Europe, Asia and the Americas





Introduction to The Robbie Burns Whisky Company Brand Guidelines

Welcome to the brand guidelines of The Robbie Burns Whisky Company: an ambitious startup dedicated to redefining the Scotch whisky experience. Inspired by the legendary poet and cultural icon Robert Burns, our mission is to craft the finest Robby Burns Scotch that embodies Scotland's rich heritage, artistic spirit, and timeless traditions. With each sip, we aim to evoke the passion and warmth of Burns' words, connecting whisky lovers worldwide to the cultural essence of Scotland.

In a marketplace overflowing with choices, we recognize the challenge consumers face in finding whiskies that resonate with authenticity and narrative. The Robbie Burns Whisky Company seeks to fill this void by offering more than just a drink; we provide a portal into the storied landscapes and rich lore of Scottish whisky.

Our commitment to quality craftsmanship, artistry, and compelling storytelling sets us apart, ensuring that each bottle serves as both a tribute to our heritage and an expression of our innovative spirit.

Through traditional methods and carefully selected single-malt whiskies from Scotland's most esteemed distilleries, we create a product that is not only a feast for the senses but also a chapter in the grand narrative of whisky.

Our branding, deeply rooted in the life and works of Robert Burns, serves to connect connoisseurs and casual drinkers alike to the rich literary and cultural heritage that inspires us.

As we build our online presence, we invite whisky aficionados to explore the narrative behind our brand at Bard of Scotch and the Robbie Burns Whisky Co.

Here, you will find insights, stories, and updates that enhance your journey with us. Furthermore, our loyalty club, aptly named "Burnians," offers a community for those who share a love for Scottish culture and the celebrated Bard himself.

At The Robbie Burns Whisky Company, we are dedicated to creating a brand that stands as a symbol of authenticity and storytelling in whisky. Our strategic focus on quality, craftsmanship, and consumer engagement positions us to captivate discerning customers seeking unique and rare expressions of Scotch.

As we embark on this remarkable journey through Scotland's finest spirits, we are excited to invite you, our partners, consumers, and supporters, to join us in celebrating culture, heritage, and the extraordinary experience that comes with every bottle of Robby Burns Scotch.

Together, let's raise a glass to tradition and innovation. Slàinte!



Robbie Burns
Whisky Co.



tRBWC

BRAND PLAYBOOK



Robbie Burns
Whisky Co.

Creating a cohesive brand visual identity involves several key steps that help establish the intended visual representation of your brand. Here's a step-by-step guide to pulling together a brand visual identity, focusing on visualization:

- 1: Define Brand Core Values
- 2: Conduct Market Research
- 3: Develop a Brand Personality
- 4: Design a Visual Style Guide
- 5: Craft Visual Elements
- 6: Create Mockups and Visual Applications
- 7: Gather Feedback
- 8: Finalize and Launch
- 9 Monitor and Evolve





Core brand values

At The Robbie Burns Whisky Company, we embrace the seamless blend of craftsmanship and artistry in every bottle of our exceptional Scotch whisky. Our mission honors the spirit of Scotland through the timeless tradition of whisky-making, while inspiring creativity and innovation that reflect the rich stories of our culture. We aim to create a sensory experience that transcends the act of drinking whisky; we embark on a poetic journey that speaks to the soul, much like the enduring



Brand Mission

Our mission is to craft premium whisky that celebrates our heritage while inspiring a new generation of whisky lovers and poets. We commit ourselves to meticulous craftsmanship, sourcing the finest local ingredients and employing traditional distillation methods passed down through generations. Each bottle is an ode to the artistry of whisky-making, providing a moment of reflection and connection. We seek to balance meticulous quality with the raw emotive power of a well-crafted spirit, acknowledging that whisky encompasses both experience and taste.

Brand Vision

As custodians of Scottish whisky heritage, our vision is to be a global leader in the whisky industry, synonymous with artistry and poetry. We aspire to create a brand that resonates with those who cherish the flavors of Scotland and its rich storytelling tradition. We envision our whisky celebrated in homes worldwide, becoming a staple in gatherings, conversations, and moments of inspiration. Our goal extends beyond producing remarkable whisky; we aim to cultivate a community of enthusiasts who appreciate the complexity of life—captured within each bottle and the simplicity of a shared glass.

Visual Representation

Our brand's visual representation draws inspiration from the poems of Robert Burns, where every line conveys deep thought and a profound understanding of the human experience. The imagery associated with The Robbie Burns Whisky Company reflects the spirit of Scotland—its rolling hills, ancient castles, and vibrant culture. Our packaging embodies this ethos; each label is designed to evoke the feeling of holding a piece of art, inviting whisky enthusiasts to immerse themselves in the experience even before the first sip.

As we craft each bottle, we affirm that whisky transcends mere beverage, it is an intimate connection to our heritage and a vessel for poetic expression. With every dram poured, we celebrate the artistry in each drop and evoke the essence of Robert Burns' poignant words, reminding us that life itself is a beautiful poem, waiting to be savoured and shared. At The Robbie Burns Whisky Company, we invite you to celebrate this journey with us. Indulge in the craftsmanship, relish the artistry, and experience the poetry in every glass. Raise your glass to The Bard of Scotch; let the tales unfold with each sip, and may you find inspiration in both the depths of your glass and the heights of your spirit. From this, we arrive seamlessly at our communications platform



We are dedicated to producing exceptional whisky that not only reflects the richness of its ingredients but also pays homage to the cultural legacy of Scotland. Our core values are foundational elements that shape our identity and influence every aspect of our visual style, from bottle design to branding. Here, we articulate the core values that guide our mission:

The Robbie Burns Whisky Company:
“Crafted by Cask for Poetry in your Glass”



Heritage

The cornerstone of our identity at The Robbie Burns Whisky Company. We celebrate the rich history of Scottish whisky-making, honoring traditional methods passed down through generations while embracing responsible innovation. Our visual style reflects this respect for heritage, combining classic design elements with a contemporary twist. We pay homage to traditional symbols, colors, and craftsmanship techniques while ensuring our branding stands relevant in today's market. Each bottle is imbued with stories of the past, connecting whisky lovers with the legacy of their ancestors, and allowing them to partake in the cultural journey of Scotland.

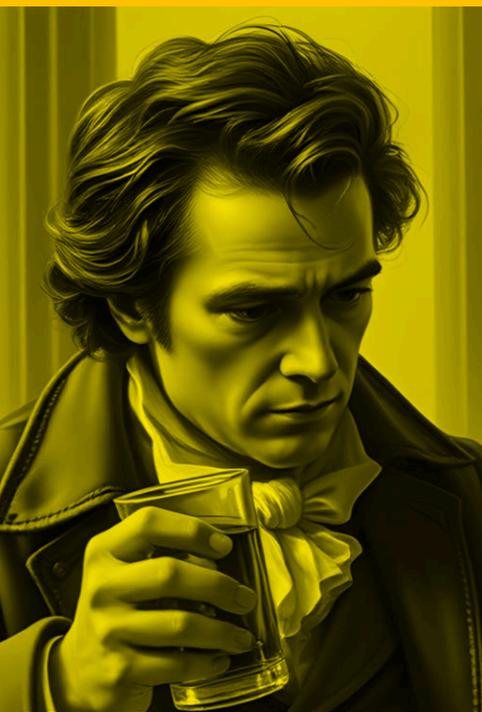


Craftsmanship

This is at the heart of The Robbie Burns Whisky Company. Our master distillers and blenders possess generations of expertise, dedicating themselves to the meticulous art of whisky-making. Every bottle is a testament to their commitment to quality, with each step of the process—malting, mashing, fermenting, distilling, and aging—conducted with precision and care. This passion for craftsmanship is reflected in our visual style, where every detail, from our packaging to our marketing materials, showcases the artistry involved in creating our beloved whisky. The textures, fonts, and colors we choose evoke the tactile, hands-on nature of our work, inviting our customers to connect with the craftsmanship that goes into every sip.

Artistry and Poetry:

We view whisky as an art form. Inspired by Robert Burns, whose poetry reflects Scotland's culture, our bottles are crafted to be artistic, featuring elegant shapes and intricate labels. Our marketing celebrates creativity through collaborations with local artists and musicians, blending whisky and art for a sensory experience. The spirit of Robert Burns is central to our brand, with his words echoing Scotland's landscapes and stories, emphasizing the bond between whisky and poetry. Our branding incorporates lyrical elements, using evocative imagery and poetic phrases to evoke emotions and inspire shared experiences, and our design aesthetic weaves storytelling throughout.



Through our commitment to these values, we strive to create not just exceptional whiskies, but also an immersive experience that fosters connection, evokes emotion, and celebrates the rich tapestry of Scottish culture. As we continue our journey, we invite whisky lovers to join us in honouring the past while savouring the present, one exquisite drop at a time.



Brand values

Robbie Burns Scotch Whisky appeals to those who appreciate the finer things in life. Our limited releases, each a rare gem, cater to connoisseurs and collectors who understand the value of exceptional quality and craftsmanship. With every sip, you are not just indulging in a drink; you are embracing an experience—an exploration of the finest expressions of Scottish whisky. In a world where mass production often overshadows the art of creation, Robbie Burns Scotch Whisky stands as a beacon of heritage, craftsmanship, and artistry. Join us in honouring the spirit of Scotland and the legacy of Robert Burns, as we continue to craft exquisite whiskies that transcend time, inviting you to celebrate life's most cherished moments. Savour the spirit, honour the heritage—discover the artistry of Robbie Burns Scotch Whisky.



Heritage: A Legacy to Cherish

Robbie Burns Scotch Whisky is more than a drink; it is a homage to centuries of tradition. Our brand is steeped in the lore and customs of Scotland, where whisky-making is an art form passed down through generations. Each bottle tells a story—a narrative woven into the fabric of our beloved nation. We take pride in honouring the legacy of our ancestors, sourcing our ingredients from the same fertile lands that have nurtured Scotland's finest whiskies. As you savour each sip, you partake in a journey through time, connecting with the rich cultural tapestry that is Scottish whisky.

Craftsmanship: Mastery in Every Drop

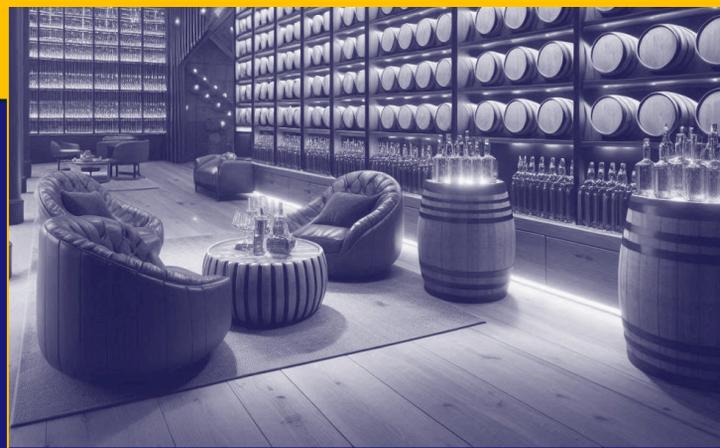
At the heart of Robbie Burns Scotch Whisky lies an unwavering commitment to craftsmanship. Our network of selected distilleries is meticulously curated, each chosen for their dedication to quality and authenticity. Here, master distillers employ time-honoured techniques, marrying tradition with innovation to create exceptional whiskies. Every release is a testament to our meticulous attention to detail—from the careful selection of barley to the precise control of the distillation process. Our limited releases reflect the pinnacle of whisky-making, where every drop is crafted to perfection. This dedication to craftsmanship not only elevates our whisky but also sets it apart in a crowded marketplace.

Artistry: The Spirit of Creation

Whisky is not merely a beverage; it is a work of art, and at Robbie Burns, we believe that artistry is woven into every facet of our brand. From the initial concept to the final pour, our whisky embodies the passion and creativity of our artisans. The traditional ageing process where our spirits mature in carefully selected casks creates a symphony of flavours that resonate with complexity and depth. Our whisky invites you to experience the nuances of its character, revealing layers of aroma and taste that delight the senses. Each bottle of Robbie Burns Scotch Whisky is not just a drink; it is an artistic expression, a celebration of life's

A Luxury Experience

Positioned at a luxury price point, Robbie Burns Scotch Whisky appeals to those who appreciate the finer things in life. Our limited releases, each a rare gem, cater to connoisseurs and collectors who understand the value of exceptional quality and craftsmanship. With every sip, you are not just indulging in a drink; you are embracing an experience



Our Brand Statement

Robbie Burns whisky embodies the essence of Scotland through its commitment to heritage, craftsmanship, and artistry.

Through our heritage in scotch whisky, we invite connoisseurs to indulge in exceptional quality, transforming each sip into a journey through Scotland's rich landscape and culture. Join us in celebrating life's cherished moments with a whisky that transcends time and tradition.

How are we unique?

In the world of whisky, where tradition meets innovation, Robbie Burns Whisky stands out as a beacon of craftsmanship and flexibility. The brand embodies the rich heritage of Scottish whisky-making while ensuring that each bottle tells a unique story—a narrative that is deeply rooted in the spirit of Scotland. At its core, Robbie Burns Whisky offers a distinctive proposition that resonates with both connoisseurs and casual drinkers alike.

Flexibility

We are not tied to any single distillery, allowing us to bring you aged single-malt Scotch whisky that we know you will enjoy.

National Heritage

Working with our Scotland wide distillery partners to harness hundreds of years of combined experience and craftsmanship

Sustainability

Working with only established distilleries to deliver our product, we offer minimal additional carbon footprint

Robbie Burns Whisky is where tradition meets modernity, offering a unique experience that is both rich in heritage and tailored to contemporary tastes. Its unique selling proposition “Crafted by Cask for Poetry in your Glass” captures the brand's essence, inviting whisky enthusiasts to indulge in a journey that is as diverse and captivating as the Scottish history and landscape itself. With every bottle, Robbie Burns Whisky ensures that the spirit of Scotland is never more than a sip away.



ISLANDS

- Abhainn Dearg (Jura)
- Aran (both Lochness and Lagg)
- Highland Park (Orkney)
- Jura (Isle of Jura)
- Roasay (Isle of Roasay)
- Scapa (Orkney)
- Talisker (Skye)
- Tobermory (Na h-Eileanan Siar)

SPEYSIDE

| | | | |
|--------------|---------------|--------------|-------------|
| Aberlour | Braeval | Glen Tunnock | Menziesboro |
| Alta-Bheinne | Cardhu | Glenfiddich | Milnathort |
| Ardbeg | Craigellachie | Glenfiddich | Morlach |
| Aultmore | Cragganmore | Glenfiddich | Pitlochry |
| Balblair | Dalwhinnie | Glenfiddich | Speyburn |
| Bellevue | Dalwhinnie | Glenfiddich | Speyside |
| Bestock | Dalwhinnie | Glenfiddich | Strathisla |
| Beauregard | Dalwhinnie | Glenfiddich | Tandhu |
| | Dalwhinnie | Glenfiddich | Tannoch |

ISLAY

| | |
|--------------|----------------|
| Ardbeg | Cool Ha |
| Ardrin | Kilchoman |
| Bowmore | Legends |
| Braichladich | Leprosaidh |
| Bunnahabhain | Port Charlotte |

HIGHLANDS

| | | |
|--------------|---------------|---------------|
| Aberfeldy | Dalwhinnie | Highland Park |
| AnCnoc | Deanston | Loch Lomond |
| Aran | Edradour | Oban |
| Auchentoshan | Fettercairn | Old Paltney |
| Balblain | Glen Gairloch | Royal Brackla |
| Balmoroch | Glen Gairloch | Royal |
| Ben Nevis | Glen Gairloch | Talisker |
| Blair Athol | Glen Gairloch | Teaninich |
| Brae | Glen Gairloch | The Singleton |
| Clynelish | Glen Gairloch | Tullibardine |
| Dalmore | Glen Gairloch | Wolfburn |

CAMPBELLTOWN

- Glen Scotia
- Kilbarron (Glenfiddich)
- Springbank

LOWLANDS

| | | |
|-----------|-------------|----------------|
| Alba Bay | Borden | Kingsbarns |
| Annandale | Clydeside | Lindores Abbey |
| Bladnoch | Eden Mill | Rosebank |
| | Glenkinchie | Stratherns |



In 2025, we intend to utilize our established relationships with distilleries to develop a strategic plan for producing limited-release cask collections from all six Scotch whisky regions. Our bottling operations will be based in Annandale, located in Dumfries and Galloway, the historic region associated with Robbie Burns. This initiative will encompass future releases from The Highlands, Campbeltown, Islay, Speyside, and the Islands, showcasing the diverse character and craftsmanship of Scotch whisky, in line with our brand values of flexibility, heritage and sustainability.



Brand personality

Based on the brand values of Heritage, Artistry, Poetry, and Craftsmanship, the archetype that best represents The Robbie Burns Whisky Company is the Creator archetype, Key Characteristics being:



Innovation and Imagination: The Creator is driven by a desire to build and create. This aligns perfectly with the artistry and craftsmanship valued by The Robbie Burns Whisky Company.

Detail-oriented and Dedicated: Craftsmanship implies a meticulous attention to detail, which reflects the Creator's dedication to quality in their work.

Heritage and Legacy: The Creator archetype respects tradition while also seeking to innovate. The whisky company's strong historical ties to Robbie Burns as a poet and cultural icon ties into this theme of heritage.

Expressive and Unique: This archetype emphasizes individuality and self-expression, resonating with the poetic aspects of the brand. The use of poetry and storytelling in branding can enhance the emotional connection with consumers.

Visual translation

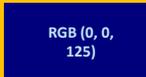
Colour Palette: Utilize deep, rich colours that evoke a sense of warmth and tradition, such as dark greens, rich browns, and golds. These colours can symbolize the earthy ingredients of whisky and the luxurious craftsmanship involved in its production.

Typography: Incorporate classic, serif fonts that suggest sophistication and timelessness, mirroring the tradition of whisky making and the literary depth of Robbie Burns's poetry.

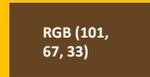
Imagery: Use visuals that represent both the natural landscape of Scotland and the intricate designs associated with artisanal whisky production. Include illustrations of the whisky-making process, botanical elements (like barley), and classic Scottish landscapes.

Patterns and Textures: Integrate textures and patterns that reflect craftsmanship, such as wood grain to symbolize barrels, or paper textures that evoke the feel of classic poetry manuscripts.

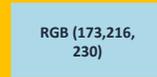
Storytelling Elements: Create visual storytelling that weaves poetry and whisky together, perhaps featuring lines from Robbie Burns's works alongside imagery of the whisky-making process, or using labels that tell the story of each whisky's origin and craftsmanship.



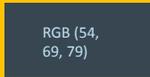
Deep Blue a deep blue colour that conveys depth and richness



Rich Brown warm, rich brown that resembles the color of aged oak barrels, typical for whisky aging



Pale Blue gentleness and purity often associated with high-quality whisky water



Charcoal exudes sophistication and elegance

Garamond - A classic serif font that exudes elegance and sophistication. Its rich history and readability make it a great choice for conveying tradition.

Bodoni - This font offers a modern twist on classic elegance with its strong contrasts between thick and thin strokes. It has a refined look that could capture the essence of whisky.

Baskerville - This typeface is known for its crispness and clarity, combining modern sensibilities with traditional roots. It suggests a sense of quality and craftsmanship.



By embracing the Creator archetype, The Robbie Burns Whisky Company can convey its essence of artistic creation, heritage, and dedication to quality while connecting emotionally with its audience through visuals that embody these rich values.

Colour pallet

Resonating with the brand personality



Robbie Burns
Whisky Co.



Primary pallet

RGB
(25,25,122)

Midnight Blue
a deep blue colour often associated with depth and stability

RGB
(255,204,0)

AU Gold
warmth and vibrancy, joy and energy, adventure and excitement

RGB (173,216,230)

Pale Blue
gentleness and purity often associated with high-quality whisky water

RGB (54,69,79)

Charcoal
exudes sophistication and elegance

RGB
(65,105,225)

Royal Blue
embodies depth and regality, reliability and elegance

Secondary (accent) pallet

RGB
(120,81,169)

Royal Purple
nobility and luxury, creativity and ambition

RGB
(192,192,192)

Silver
elegance, modernity, and sophistication, technology and luxury

RGB (101,67,33)

Rich Brown
warm, rich brown that resembles the colour of aged oak barrels, typical for whisky aging

RGB
(227,66,52)

Vermillion
energy and passion, action and confidence.

RGB (6,82,35)

Brooklands Green
lush landscapes and the essence of nature, growth, renewal, and tranquillity

Emotional pallet

Marketing communications

RGB
(25,25,122)

MidnightBlue a deep blue colour often associated with depth and stability

RGB
(255,204,0)

AU Gold warmth and vibrancy, joy and energy, adventure and excitement

RGB
(205,84,0)

Burnt Orange vibrancy of orange with the stability of brown, crafting an inviting atmosphere.

RGB
(120,81,169)

Royal Purple nobility and luxury, creativity and ambition

RGB
(255,36,0)

Scarlet Attention, urgency and energy. Love, passion, and courage

RGB
(80,200,120)

Emerald Green Growth, renewal, and prosperity. Nature and brings an air of opulence.

Logo Usage



Shield – Microsoft Powerpoint
Icon

ICON Colours

Nidnight blue

Royal blue

Royal purple

Vermillion

Brooklands green

AU gold

Sliver



Use negative space on
Uniform back-ground

Use inverse negative for
reverse backgrounds

BACKGROUND Colours



Develop a Brand Personality

When considering the emotional impact we aim to evoke in our audience when they think of Robbie Burns Scotch Whisky, it is crucial to identify key emotions and the associated keywords that encapsulate them. Understanding these connections will greatly enhance our approach to product design, packaging, and marketing communications. First, we should focus on the emotions we want to trigger: warmth, nostalgia, pride, and camaraderie. These feelings resonate deeply with consumers and create a strong brand connection.

Next, let's explore the keywords linked to these emotions. For warmth, keywords such as "comfort," "authenticity," and "heritage" come to mind. Nostalgia brings forth phrases like "tradition," "timeless," and "memory." Pride is often associated with words such as

"craftsmanship," "excellence," and "celebration," while camaraderie evokes ideas of "togetherness," "sharing," and "friendship."

Furthermore, the colour palette we choose plays a vital role in reflecting these emotions and keywords. Rich golds and amber tones can reinforce feelings of warmth and nostalgia, while deep greens and blues might evoke a sense of pride and sophistication. Earthy tones can echo the brand's connection to its Scottish roots and promote a sense of comfort and authenticity.

By understanding these intricate relationships between emotions, keywords, and colour associations, we can craft a cohesive and compelling narrative for Robbie Burns Scotch Whisky that resonates powerfully with our audience, ensuring a memorable experience from the moment they encounter our brand.

- ✦ Sophistication
- ✦ Elegance
- ✦ Prestige
- ✦ Exclusivity



- ✦ Nostalgia
- ✦ Heritage
- ✦ Adventure
- ✦ Discovery



- ✦ Serenity
- ✦ Contemplation
- ✦ Joy
- ✦ Celebration



Trbwc Emotional pallet



In the realm of luxury products, emotions significantly influence how people perceive and desire an item. This is particularly true for limited-edition Scotch whisky, where flavours, craftsmanship, and rarity are closely linked to powerful feelings of nostalgia, appreciation, and exclusivity. For connoisseurs and collectors, the right emotions can elevate a bottle to the status of a treasure and transform an ordinary drink into a memorable experience. This article explores the emotions that a limited edition luxury Scotch whisky should evoke, along with the colours associated with these sentiments.

Primary Emotions

The key emotions we aim to associate with Robbie Burns Scotch Whisky are essential for our brand presence. While they may not necessarily be featured as primary themes on the bottle, they are crucial when engaging with the knowledgeable Scotch whisky audience. By understanding and leveraging these emotions, we can create a more meaningful connection with our consumers.



Midnight Blue

Sophistication and Elegance

Emotion: A limited edition Scotch whisky should evoke sophistication. It represents not just a drink but refined tastes, cultivated knowledge, and an appreciation for craftsmanship.

Associated Colour: Navy Blue: A deep, navy blue is often associated with elegance and sophistication. It conveys a sense of calm sophistication that accurately reflects the intricate flavours and complexities found in a high-quality Scotch whisky.



AU Gold

Prestige and Exclusivity

Emotion: The foremost emotion associated with luxury Scotch whisky is prestige. Owning a limited edition bottle gives one a sense of privilege and belonging to an elite group. It embodies not just taste but also status.

Associated Color: AU Gold—This colour is synonymous with wealth, success, and luxury. It reflects the high quality and craftsmanship inherent in a limited edition Scotch whisky. A bottle adorned in gold hues suggests opulence, inviting admiration and respect.



Burnt Orange

Nostalgia and Heritage

Emotion: Many limited edition whiskies celebrate heritage, often incorporating traditional distilling methods or honoring notable figures in whisky history. This evokes feelings of nostalgia, reminding drinkers of times gone by or ancestral connections.

Associated Color: Burnt Orange: The deep orange, reminiscent of the whisky itself, calls to mind aged oak barrels and the natural richness of the spirit. It evokes a warmth that feels familiar, transporting the drinker to cherished memories and experiences.

Adventure and Discovery

Emotion: The discovery of a new whisky, especially one that is limited in availability, sparks feelings of adventure. It represents exploration and the thrill of tasting something unique and rare.

Associated Colour: Emerald Green—The lushness of emerald green symbolizes adventure and growth. This colour captures the spirit of exploration and aligns with the natural elements involved in whisky production, from the barley fields to the crisp waters of the distillation process.



Emerald Green

Joy and Celebration

Emotion: Limited edition whiskies are often associated with special occasions. Sharing a rare bottle with friends or family signifies celebration and joy, marking milestones and accomplishments.

Associated Colour: Scarlet Red—This vibrant hue is often linked to celebration and passion. It elicits a sense of urgency and excitement, making it the perfect backdrop for joyous occasions and memorable gatherings centred around a glass of exquisite Scotch.



Scarlet Red

Serenity and Contemplation

Emotion: Tasting a fine Scotch whisky can lead to moments of serenity. The slow savouring of flavours invites reflection, making it a perfect accompaniment for contemplation and unwinding.

Associated Color: Royal Purple—Often connected with serenity and tranquillity, soft purple evokes feelings of calmness. It invites introspection and relaxation, creating a perfect atmosphere for appreciating the nuances of meticulously crafted whisky.



Royal Purple

Secondary emotions

The secondary emotions should be considered within marketing communications across the current product and future expanse of products

Typography:

When it comes to creating a visual identity for a luxury Scotch whisky brand, the choice of fonts is crucial as it contributes to the overall perception of quality, sophistication, and heritage.

Here are some types of fonts that would be suitable for a luxury Scotch whisky brand:

Characteristics: Serif fonts are characterized by small lines or decorative strokes at the ends of their letters. They often convey a sense of tradition and elegance.

Examples:

- **Bodoni:** Classic and sophisticated, great for luxury branding.
- **Didot:** Elegant and refined, ideal for upscale products.
- **Garamond:** Timeless and classic, evokes a sense of history.

Titles – BODONI URW(40)

Sub-Titles – BODONI URW (20)

Text – Garamond (10)

The title of this story

The sub-title of this story

The content of this story. Garamond: A classic serif font that exudes elegance and sophistication. Its rich history and readability make it a great choice for conveying tradition. The content of this story. Garamond: A classic serif font that exudes elegance and sophistication. Its rich history and readability make it a great choice for conveying tradition. The content of this story.

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Garamond: A classic serif font that exudes elegance and sophistication. Its rich history and readability make it a great choice for conveying tradition. The content of this story.

✦ **This is a bullet point**

Tips for Choosing Fonts:

Consistency: Ensure the font pairs well with other design elements used in your branding.

Legibility: Prioritize readability across different mediums, including labels, websites, and advertisements.

Brand Personality: Consider how the font reflects your brand's values and story. It should resonate with your target audience.

Pairing Fonts:

Combine a classic serif for headings or logos with a clean sans-serif for body text to create a balanced look. For labels, you might choose a decorative serif font for the brand name while using a simpler serif for other text.

Final Touches:

Test the fonts in various applications (e.g., bottle labels, packaging, promotional materials) to ensure they maintain a luxurious appeal across all brand materials.

Adjust kerning and leading for optimal readability and visual harmony.

By curating a well-thought-out selection of serif fonts, you can effectively convey the essence of luxury and sophistication that defines your scotch whisky brand.



Business Cards

Business Cards

Purpose: Business cards serve as compact introductions to your brand. They should convey your identity and essential contact information clearly and elegantly.

Specifications:

Size: The standard size for business cards is 3.5 x 2 inches (88.9 x 50.8 mm), but variations exist (e.g., square, mini).

Paper Stock: A weight of 14pt to 16pt is common for durability. Consider using matte or glossy finishes depending on the desired look.

Design: Include your logo, name, title, company name, contact number, email, and website. Ensure the font is legible, with contrasting colours for readability.

Colour Profiles: Use CMYK for print to ensure colour consistency. RGB is mainly for digital mock -ups.

Finishing Options: Consider options like rounded corners, embossing, or foil stamping to add a touch of elegance.

FRONT

BACK

Dan Hills
Founder | Director

+44(0) 7949 562946
 Robbie Burns Whisky Co.
 Dan@RobbieBurns.com
 www.RobbieBurnsWhisky.com

5 South Charlotte Street, Edinburgh Scotland, EH2 4AN




Robbie Burns Whisky Co.

www.BardofScotch.com

Dan Hills
Founder | Director

+44(0) 7949 562946
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 5 South Charlotte Street, Edinburgh, Scotland, EH24AN



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Founder | Director

+44(0) 7949 562946
 Robbie Burns Whisky Co.
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 www.RobbieBurns.com

5 South Charlotte Street, Edinburgh Scotland, EH2 4AN




ROBBIE BURNS



www.RobbieBurns.com | www.BardofScotch.com

Certificate of authenticity

Front

Certificate of authenticity

This certifies that the bearer has acquired a genuine bottle of Robbie Burns Aged Scotch Whisky.

The Story of Robbie Burns Aged Scotch Whisky

Robbie Burns Aged Scotch Whisky embodies the essence of innovation, craftsmanship, and artistry. This exquisite whisky is created with the utmost dedication to preserving the time-honored traditions of Scottish whisky-making. Each bottle tells a story of meticulous care, from the selection of the finest barley to the patient aging in oak barrels.

Our master distillers combine centuries-old techniques with modern expertise to produce a whisky that celebrates the legacy of Robert Burns, Scotland's national poet. The aging process allows the whisky to develop complex flavors, culminating in an unforgettable finish.

The barrel and bottle numbers are unique identifiers, ensuring that your bottle is a true masterpiece, crafted with the highest standards of quality and authenticity. Enjoy this exceptional whisky as a tribute to the spirit of Robert Burns and the rich heritage of Scottish whisky-making.

For more information about the distillery, the head distillery and this unique Robbie Burns Scotch Whisky, please scan the hologram with your smart phone



Cask #:

Bottle #: /

Authorised 

Dan Hills - Founder | Director
The Robbie Burns Whisky Co.



Robbie Burns
Whisky Co.

Back



Robbie Burns
Whisky Co.



Bottle #: /

Authorised

Brand Tone





Tone of Voice

Robbie Burns Whisky embodies the rich heritage, artistry, and craftsmanship of Scotland. Our brand communicates a passion for high-quality aged single-malt Scotch whisky, built on a foundation of tradition while adapting to contemporary tastes. This document outlines the tone of voice that should be used across all communications to ensure consistency and alignment with our brand values.

Tone Characteristics

Authentic + Approachable

Voice: Warm, inviting, and friendly.

Example: Use language that makes whisky accessible to everyone, from novices to connoisseurs. Avoid jargon that could alienate potential customers.

Guideline: Engage your audience with relatable anecdotes and a storytelling approach, reminiscent of a Scottish gathering where tales and drams flow freely.

Innovative + Adaptive

Voice: Dynamic, flexible, and customer-focused. **Example:** Communicate our ability to respond to customer demands without compromising quality. Emphasize our partnerships with distilleries to curate unique offerings.

Guideline: Use forward-thinking language that highlights our innovative approach. Reassure customers that they can expect exciting options tailored to their preferences.

Heritage + Craftsmanship

Voice: Proud, respectful, and knowledgeable.

Example: Highlight the centuries-old traditions and craftsmanship that define our whisky. Showcase the dedication of our distillery partners and the artistry involved in each bottle.

Guideline: Use language that conveys pride in Scottish heritage and craftsmanship, drawing on the history and legacy of whisky-making. Incorporate references to the land and the culture of Scotland.

Poetic and Evocative

Voice: Lyrical, expressive, and imaginative.

Example: Reflect the poetic nature of whisky through descriptive language that appeals to the senses. Invite customers to experience whisky as a form of art.

Guideline: Employ metaphors and vivid imagery to create a sense of place and feeling. Reinforce the idea that whisky is not just a drink; it is a celebration of life, culture, and creativity.



Language + Style

The tone of voice for Robbie Burns Whisky should be a harmonious blend of authenticity, heritage, innovation, and artistry. By adhering to these guidelines, we will effectively communicate our brand values and invite customers to experience the heart of Scotland through our whisky. Let every interaction be a celebration of craftsmanship and the poetic spirit of Scotland.

Key Phrases and Messaging



Use the strapline **“Crafted by Cask for Poetry in your Glass”**

as a touchstone for all messaging, reinforcing our commitment to quality and artistry.



Incorporate phrases that evoke imagery of Scotland, such as **“the heart of Scotland”** or **“the spirit of the Highlands.”**



Celebrate our partnerships with distilleries and their stories, emphasizing their experience and heritage in crafting fine whiskies.



Iconography & Imagery:

Here's a useful list of types of images you should always consider using for your premium luxury,

sophisticated scotch whisky brand to align with your vision and values:

Photo-realistic Images of the Product

- Close-ups of the whisky bottle and label with elegant backdrops.
- Dramatic lighting showcasing the colour and texture of the scotch.

Elegant Lifestyle Shots

- People enjoy whisky in luxurious settings (e.g., upscale bars and private homes).
- A group of sophisticated individuals engaged in conversation over a glass of scotch.

High-End Events

- Exclusive whisky tastings or launch events with a glamorous atmosphere.
- Celebrations featuring your scotch as the centrepiece.

Vintage or Classic Themes

- Images evoke a sense of timelessness (e.g., classic cars or vintage decor).
- Use of rich materials like leather, wood, or crystal in the composition.

Accent Images (Aligning with Nostalgia, Heritage, Adventure, Discovery)

Scenic Landscapes

- Picturesque Scottish highlands or distilleries in their natural setting.
- Autumn foliage or winter scenes capture the essence of Scotland.

Heritage and Craftsmanship

- Images highlighting the distillation process, oak barrels, or ageing whisky in casks.
- Craftsmen at work, showcasing the art and tradition of whisky-making.

Cultural Touchstones

- Images reflecting Scottish heritage, such as traditional music, dancing, or festivals.
- Historic sites related to whisky production or significant landmarks.

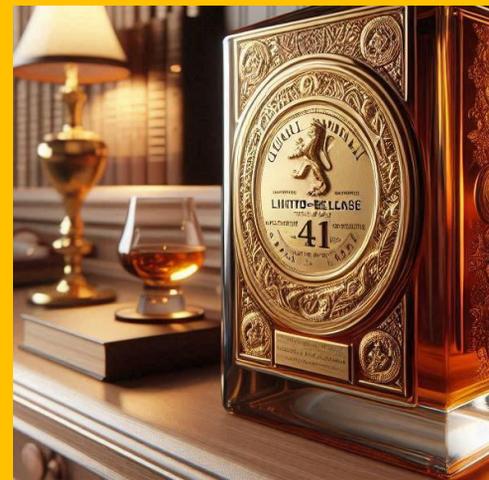
Thematic Adventure

- Exploratory shots of whisky being enjoyed outdoors (e.g., at a bonfire or mountain hike).
- Discovery-themed imagery featuring whisky in various unique settings.

Nostalgic References

- Retro-styled images that evoke the history of whisky-drinking culture.
- Family gatherings or traditional celebrations with whisky as part of the ritual.

Using this varied approach will reinforce your brand's core values while also tapping into emotions that resonate with your audience. Be sure to maintain a cohesive aesthetic across all images to create a recognisable brand identity.



Iconography and Imagery:

Things to avoid



Stock Photography: Generic or overly staged images that lack authenticity can dilute brand value.

Cartoons or Illustrations: Avoid childlike or overly whimsical imagery that doesn't communicate sophistication.

Cheap or Low-Quality Materials: Images of plastic or low-end glassware can detract from the luxury perception.

Trendy and Fast-Fashion Elements: Avoid images that showcase fleeting trends, which can conflict with the timelessness of heritage brands.

Party Scenes: Avoid overly casual or rowdy party images, as they can undermine the sophistication of the brand.

Bright, Neon Colors: These can feel too youthful or gimmicky rather than luxurious.



Casual Dining or Snack Foods: Images showing the whisky paired with everyday snacks can detract from its premium nature.

Informal Dress: Photos of individuals in casual or informal attire can clash with the sophisticated and refined image.

Touristic Imagery: Overly commercialised depictions of Scotland or 'touristy' locations can feel disingenuous.

Overly Busy or Cluttered Images: These can distract from the focus on the brand and its product.



Animals or Fantasy Creatures: Avoid using animals or mythical beings that don't resonate with the traditional branding of scotch whisky.

Generic Cask or Grain Images: While these can be relevant, generic images may feel uninspired and fail to communicate unique brand heritage.

Trendy Cocktails or Mixers: Avoid images of mixed drinks that make scotch feel more accessible or casual.

Social Media Selfies: Informal photographs or user-generated content that lacks polish may not align with a luxury image.

Political or Controversial Themes: These can alienate customers and divert focus from the luxury experience.

By carefully choosing images that embody the essence of luxury, heritage, and sophistication, your brand can convey the desired image and attract the right audience.



Adaptability to media

Social Media

Platforms: Instagram, Facebook, Twitter, TikTok

Tone: Conversational, engaging, and visually appealing.

Content: Use stunning imagery of the whisky and the distillation process, paired with captivating stories about the craftsmanship behind each bottle. Encourage user-generated content by inviting followers to share their whisky moments using a dedicated hashtag (e.g., #SipOfScotland, #BardofScotch)

Engagement: Respond to comments and messages promptly, fostering a community around our brand.

Audio Visual Digital Channels

Platforms: YouTube, Vimeo, TikTok

Tone: Inspirational and immersive.

Content: Create visually rich storytelling videos that showcase the whisky-making process, from the selection of ingredients to the final tasting. Highlight the artistry involved in crafting each batch with a voiceover that speaks to the passion and heritage of Robbie Burns Whisky.

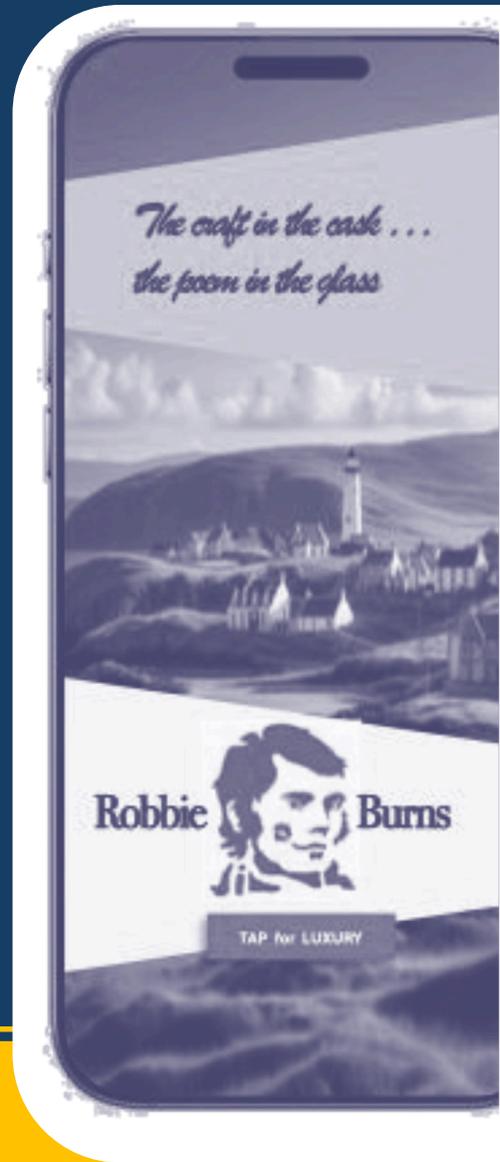
Call to Action: Invite viewers to experience the whisky for themselves, encouraging them to visit our website for more information or to purchase.

Content Syndication

Tone: Informative and authoritative.

Content: Collaborate with reputable whisky bloggers and influencers to produce articles and reviews that highlight the unique attributes of Robbie Burns Whisky. Provide them with key facts, tasting notes, and brand stories to share.

Distribution: Focus on lifestyle and spirits publications to reach an audience that appreciates premium products.



Outdoor Advertising

Tone: Bold and captivating.

Content: Use striking visuals of our whisky, paired with succinct, evocative copy that highlights our brand values and tagline. Showcase the beauty of Scotland and its landscapes to create an emotional connection.

Placement: Target urban areas, whisky festivals, and events where our target audience is likely to be present.

Print Media

Tone: Sophisticated and timeless.

Content: Develop elegant advertisements for high-end lifestyle magazines and whisky-focused publications. Focus on the craftsmanship and heritage of our whisky, emphasizing our unique position in the market. Include tasting notes and pairing suggestions to entice readers.

Editorial Opportunities: Pitch articles that delve into the history of Robbie Burns Whisky, the distillation process, and the craftsmanship behind our offerings.



Letterheads

Investing in high-quality branded stationery is an essential part of building a cohesive and memorable brand identity. Each type of stationery item—business cards, letterheads, postcards, and pens—has specific specifications that contribute not only to aesthetic value but also to the functionality and overall impression your brand leaves on clients and customers. When executed correctly, your stationery will reinforce your brand message and enhance your professional image across all communications.

Letterheads

Purpose: Letterheads are essential for formal communication, enhancing the professional appearance of your documents.

Specifications:

Size: The standard letterhead size is 8.5 x 11 inches (21.6 x 27.9 cm), but other sizes can be tailored to specific needs.

Paper Stock: Use heavier paper, usually 24lb to 28lb bond paper for a premium feel. Cotton paper can also be an excellent choice for a more sophisticated appearance.

Layout: Your logo should appear prominently at the top, while the address and other information like website and phone number should be included in a clean format.

Watermarking: A subtle watermark of your logo can add an element of sophistication and authenticity.

Colour Profiles: As with business cards, use CMYK for print materials for accurate colour representation.

The Robbie Burns Whisky Company

5 South Charlotte Street, Edinburgh, Scotland, EC2 4AN
UK Registered Limited Company: SC827809

Dan@RobbieBurns.com | www.RobbieBurnsWhisky.com | +44(0) 7949 562946



Robbie Burns
Whisky Co.



Postcards

Postcards

Purpose: Postcards are versatile marketing tools, used for promotions, announcements, or simply as a creative touchpoint for your audience.

Specifications:

Size: Typical sizes include 4 x 6 inches (10.2 x 15.2 cm) or 5 x 7 inches (12.7 x 17.8 cm).

Paper Stock: A sturdy cardstock of 14pt to 16pt ensures durability during mailing. Matte finishes allow for easier writing, while glossy finishes enhance photographic imagery.

Design: Incorporate eye-catching graphics and a call to action. Ensure that relevant information is succinct and easy to digest.

Printing: High-quality printing is essential for vibrant colours and sharp text. Flat printing is common, but raised print can add a tactile element.

Addressing: Ensure there is adequate space for postage, a return address, and recipient information.



Robbie Burns and the Whisky Regions of Scotland

Burns' life and works are inextricably linked to Scotland's rich whisky heritage, particularly the regions that produce Scotland's national drink. The country is divided into several whisky-producing regions, each known for its distinctive flavors and production techniques. Robert Burns' life was intertwined with the essence of Scotland, its landscapes, and its cultural traditions—including the art of whisky distillation. The fruits of his genius encapsulate the spirit of Scotland, making him

a beloved figure not only in literature but also in the celebration of Scottish customs. The regions of whisky production, from Speyside to Islay, retain a legacy that echoes Burns' passion for life's simple pleasures, ensuring that his influence endures in both the written word and the culture of whisky. Each sip of Scottish whisky can be seen as a toast to Burns, a reminder of his contributions and the rich story of Scotland that he captured so beautifully in his poetry.

Campbeltown and the Islands: Although less prominent today, these regions once boasted prolific distilling activity during Burns' time. Campbeltown's whisky had a unique character, which is reflected in several verses of traditional Scottish songs.

Islay: Known for its peaty and smoky whiskies, the Islay region offers distinct flavours that are incredibly popular among whisky enthusiasts. While there is less direct connection between Burns and Islay, his appreciation for whisky culture ties him to the experiences of people who enjoy the island's spirited offerings.



Speyside: Renowned for its sweet, fruity whiskies, Speyside is home to many famous distilleries like Glenfiddich and Macallan. Burns enjoyed the pleasures of whisky, and the Speyside region has frequently been celebrated in his poetry.

Highlands: This expansive region produces a wide range of whisky styles, from light and floral to rich and robust. Burns' works often reflected the Highland culture, capturing the rugged beauty of the landscape and the traditional customs of its inhabitants.

Lowlands: Burns himself hailed from the Lowlands, where the whisky is generally lighter and more delicate. This region produced some of the earliest documented whiskies in Scotland and holds significant meaning in connection to Burns' life and heritage.



the Robbie
Burns Whisky
Co.

Global Audience
Guide



Robbie Burns
Whisky Co.

Playbook for
all things
audience and
markets



Delivering the Essence of Robbie Burns Scotch Whisky: A Journey Through the APAC Region



At Robbie Burns Scotch Whisky, we recognize the rich tapestry of consumers throughout the Asia-Pacific (APAC) region, ranging from second-generation Scottish migrants who have madiscdeernthineir gVhoieme tnameon sAue csotrlllealiacto's rGos whldoCohave ast ato passion for premium Scotch whisky. This diverse demographic presents a unique opportunity to connect with connoisseurs and enthusiasts who appreciate the artistry behind our limited edition offerings. Over the next eighteen months, we are strategically focusing our efforts on five core audiences that reflect the region's multicultural landscape. By employing tailored messaging and leveraging emotional cues, we aim to resonate deeply with

these groups, allowing us to cultivate a strong brand identity that speaks directly to their preferences and aspirations.

As we engage with these targeted audiences, we will not only build brand loyalty but will also refine our production processes to align with market demand. This targeted approach ensures that we will be well-positioned to efficiently manage both existing and future product lines, delivering exceptional Scotch whisky experiences that elevate the spirit of Robbie Burns to enthusiasts across the APAC region. Join us on this exciting journey, where tradition meets modern sophistication in every bottle.

Scottish heritage & identity

Separated by thousands of miles worldwide, individuals who identify as Scottish cherish their unique heritage, creating a vibrant cultural exchange between Scotland and the diaspora through distinct cultural traits such as language, music, and sporting traditions.



ROBBIE BURNS is an icon who provides a platform to unite the spirit of global Scots through the celebration of a rich shared culture!

HOGMANAY

1

JANUARY

HIGHLAND GAMES

5

JULY

ST. ANDREWS DAY

30

NOVEMBER

BURNS NIGHT

25

JANUARY

TARTAN DAY

6

APRIL

1G

5.4
Million

2+3G 50
Million

The Scottish diaspora: generations abroad

Scotland's influence has stretched far beyond its borders, resulting in a large and passionate diaspora throughout the world. It is estimated that there are approximately 50 million people globally who identify as having Scottish heritage, which includes 1st, 2nd, and 3rd generation Scots. This figure encapsulates those who were born in Scotland and have since settled elsewhere, as well as their descendants who continue to carry forward their Scottish heritage.

First Generation:

The first-generation Scots living abroad are those who were born in Scotland and moved to other countries. Many of them migrated in search of better economic opportunities, and their places of relocation include countries like Canada, the United States, Australia, and New Zealand. It's estimated that upwards of 1.2 million Scots live overseas today, with a particularly large community in North America.

Second Generation:

The children of first-generation Scots often maintain a connection to their Scottish roots, even if they have been born and raised outside of Scotland. This generation may have a more blended identity, often embracing both local culture and their Scottish heritage through family traditions, cultural events, and community involvement.

Third Generation:

The third-generation Scots may be further distanced from their ancestral homeland, yet the bond with Scotland is often engrained through family stories, Scottish names, and cultural legacies. Festivals like the Scottish Highland Games and activities organized by Scottish societies worldwide help preserve this connection, enabling them to celebrate their heritage while fully participating in their local communities.

Target audience personas for luxury rare scotch whisky drinkers in asia-pacific

The world of Scotch whisky, steeped in tradition and rich heritage, is witnessing a remarkable transformation as it challenges the boundaries of its established markets. Traditionally associated with Scotland's rugged landscapes and artisanal craftsmanship, Scotch has long enjoyed a loyal following in the UK and select international markets.

The global appreciation for luxury beverages, particularly rare Scotch whisky, has surged in Asia-Pacific over recent years. With a combination of tradition, status, and a burgeoning interest in fine spirits, whisky has found a niche in the hearts of connoisseurs across countries like China, Japan, Malaysia, Indonesia, South Korea, Vietnam, Australia, New Zealand, and India. These markets exhibit unique preferences and customer behaviors, making it imperative for marketers to understand their target audience. Below are five distinct personas representing the quintessential luxury rare Scotch whisky drinker in this diverse region.

However, recent trends indicate that the spirit is ready to embark on an expansive journey, introducing new consumers to its complexities and character. As the global palate continues to evolve, an increasing number of drinkers are seeking unique, high-quality experiences that transcend the conventional. The rise of craft distilling, coupled with an intensified focus on authenticity and provenance, has created fertile ground for Scotch whisky to flourish beyond its traditional confines. Emerging markets in Asia, Africa, and Latin America are now primed for entry, presenting lucrative opportunities for industry players.

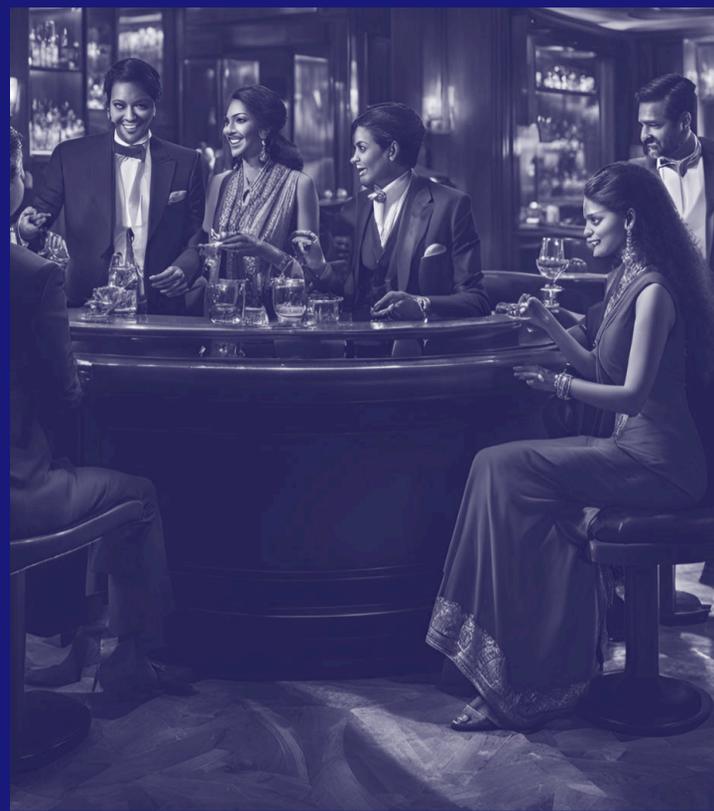
Moreover, the younger generation of whisky enthusiasts is reshaping the landscape, driving demand for innovative expressions, sustainable production methods, and the blend of traditional and modern cocktail culture. To navigate this dynamic environment, Scotch whisky producers must not only leverage their storied heritage but also embrace strategic marketing, collaborative ventures, and education initiatives that resonate with the diverse tastes of a global audience. In this exploration of expanding Scotch whisky markets, we will delve into the factors propelling this growth, identify key markets poised for development, and highlight strategies that can help brands capture the attention and loyalty of new consumers. As the spirit of Scotch whisky embarks on this exciting global journey, the potential for innovation and connection is limitless.

In recent years, the whisky market in Asia has seen unprecedented growth, driven by an increase in disposable income, changing consumer preferences, and a growing appreciation for premium spirits. While Scotch whisky has historically been associated with Scotland, its popularity has surged in Asian markets, where consumers are becoming more sophisticated and discerning. This overview highlights individual markets that are instrumental in shaping the future of Asian whisky, especially Scotch.



China

China represents one of the largest markets for whisky in Asia, exhibiting substantial growth in Scotch whisky consumption. The rise of a new middle class, along with the influence of Western lifestyles, has led to increased demand for luxury spirits. Whisky is often associated with status and sophistication, and consumers are exploring a variety of brands, including single malts and blends. Regional variations exist, with large urban centers like Shanghai and Beijing being the primary hubs for whisky appreciation. Scotch whisky's image as a premium product has resonated well, prompting both established and emerging brands to target this lucrative market.





Japan

Japan has emerged as both a producer and a significant consumer of whisky. The Japanese whisky industry, inspired by traditional Scottish methods, has gained international acclaim, with brands like Yamazaki and Nikka winning prestigious awards. As a result, there is a growing trend of consumers seeking both local and foreign whiskies. Scotch whisky has found a receptive audience among Japanese drinkers, who often appreciate its heritage and craftsmanship. Moreover, the flourishing cocktail scene is contributing to an increased interest in whisky-based drinks, including Scotch.

India

India stands out as one of the fastest-growing whisky markets in the world, largely due to its vast population and a burgeoning middle class with disposable income. While the country produces a significant amount of its own whisky, Scotch is increasingly gaining popularity among affluent consumers. The rise of whisky bars and sophisticated dining experiences has led to an evolution in consumer preferences, with Scotch becoming a preferred choice for consumers seeking premium options. Scotch whisky brands are leveraging this trend by tapping into the demand for imported spirits, particularly in urban areas.

Korea

South Korea's whisky market has shown remarkable growth over the past few years, influenced by factors like globalization and the increasing popularity of Western culture. Consumers are increasingly attracted to premium spirits, including Scotch. Wealthy millennials and Gen Z drinkers are experimenting with cocktails and contributed to the rising popularity of whisky bars across the country. The growth of the 'new drinking culture' is fostering a unique whisky appreciation among Koreans, with Scotch whisky finding a firm foothold among discerning consumers.

| | Bottles (Million) | Revenue (Million USD\$) | |
|-----------|----------------------|----------------------------|-----|
| | 9.2 | 1.4 Billion | |
| China | 2.0 | 300 | 22% |
| Japan | 1.8 | 270 | 20% |
| Korea | 1.5 | 225 | 16% |
| Singapore | 0.9 | 135 | 10% |
| Thailand | 0.8 | 120 | 9% |
| India | 1.0 | 150 | 11% |
| ANZ | 1.2 | 180 | 13% |
| Canada | 0.6 | \$ 90 | |
| USA | 5.0 | \$ 750 | |
| UAE | 0.7 | \$ 105 | |
| France | 0.9 | \$ 135 | |
| Germany | 1.0 | \$ 150 | |

Australia and New Zealand

The whisky markets in Australia and New Zealand are both experiencing significant growth, with Australian consumers increasingly embracing Scotch whisky. With a strong interest in craft spirits, many Australians are drawn to premium, aged whiskies, and Scotch has become synonymous with quality. Meanwhile, New Zealand's burgeoning craft spirits scene is also encouraging a rise in whisky consumption. Both countries have developed vibrant whisky communities, and Scotch is often featured prominently in tastings and events.





Thailand

Thailand has witnessed notable growth in whisky consumption, with Scotch taking a significant share. The country's tourism boom has played a key role, as international visitors often seek premium beverages. The local drinking culture, characterized by bars and nightlife, is increasingly aligning with Scotch whisky, making it a popular choice for both residents and tourists. Brands are capitalizing on this trend by creating targeted marketing campaigns and engaging in collaborations with local establishments to boost visibility in the market.

USA

While Asia's whisky market is rapidly expanding, the United States remains the largest whisky consumer globally. The American market is characterized by a diverse range of whisky styles, with bourbon and rye being particularly popular. However, there is a growing interest in Scotch whisky as consumers seek out high-quality and aged options. The trend towards premiumization has encouraged Scotch producers to create marketing strategies targeting American consumers, complementing their existing portfolios with limited editions and special releases.

Singapore

Singapore is a central hub for whisky enthusiasts in Asia, known for its robust bar culture and a well-established financial market. The nation's expatriate community and affluent local consumers have created a strong demand for premium liquor, and Scotch whisky has gained considerable traction. Bars and restaurants frequently host whisky tastings and masterclasses, fostering a culture of appreciation among consumers. Moreover, Singapore serves as a strategic launchpad for Scotch brands looking to penetrate the wider Southeast Asian market.

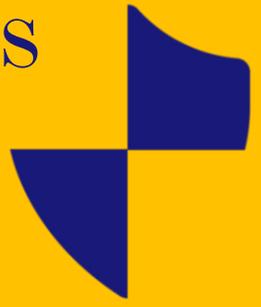
United Arab Emirates

The United Arab Emirates (UAE) is witnessing a noteworthy expansion in the whisky market due to its global status as a tourist and lifestyle hub. The influx of expatriates, combined with a burgeoning local population interested in premium spirits, has led to increased demand for Scotch whisky. The UAE's well-developed hospitality sector, marked by luxury bars and hotels, offers Scotch a distinguished platform for exposure. With the growing appreciation for whisky culture and the rise of events centered on premium spirits, the UAE presents both opportunities and challenges for Scotch whisky brands aiming to penetrate this vibrant market.



Understanding diverse markets is essential for expansion in the Asia-Pacific region. To ensure optimal engagement with our audience, we will focus on five distinct personas. This approach will enable tRBWC to tailor our marketing strategies effectively to engage luxury rare Scotch whisky drinkers across Asia-Pacific. By addressing their unique preferences, lifestyles, and motivations, whisky brands can maintain strong connections with this growing market while fostering a culture of appreciation and enjoyment for rare spirits.

Understanding audiences through Personas



Persona 1:

The heritage enthusiast



Demographics:

Age: 40-60

Gender: Predominantly male

Nationality: 2nd and 3rd generation Scots who have assimilated into Asian countries

Background: This persona values tradition and familial heritage. Often born in Scotland or having Scottish lineage, these individuals maintain a deep connection to their roots. Residing in countries like Australia and New Zealand, they celebrate Scotch as a means to honour their ancestry.

Motivations:

Seeking authenticity and quality

Preservation of cultural heritage

Interest in limited-edition releases that resonate with Scottish traditions

Buying Behaviour:

Preference for established Scottish brands with an authentic narrative
Participation in tasting events and heritage festivals

Communication Channels:

Social networks focused on whisky appreciation

Vineyard and distillery tours

Exclusive whisky clubs and associations



The collector connoisseur



Demographics:

Age: 30-50

Gender: Gender-neutral

Geographic focus: Metropolises in China, Japan, and South Korea

Background:

This persona is a seasoned collector of luxury spirits, including Scotch, bourbon, and other refined liquors. With a discerning palate, they thrive on curating exquisite collections that often feature rare bottles and unique historical releases.

Motivations:

Desire for exclusivity and the pride of ownership

Friend and peer status within collector communities

Investment in collectible spirits

Buying Behaviour:

Regular purchases from high-end retail locations or specialized auctions

Attending exclusive masterclasses and collector's events

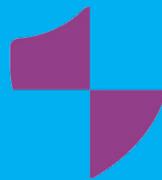
Communication Channels:

Online collector forums and social media groups

High-end magazines and lifestyle journals

Whisky auctions and specialty shops

The social explorer



Demographics:

Age: 25-40

Gender: Predominantly male, but growing female interest

Geographic focus: Major cities in Vietnam, Malaysia, and India

Background:

The social explorer is always on the lookout for novel experiences, making them more willing to experiment with different spirits. They often celebrate social occasions and milestones using high-quality beverages, which serve as conversation starters among friends and peers.

Motivations:

Seeking memorable experiences and social connections

Desire for status and luxury in social settings

Interest in the stories behind rare whiskies

Buying Behaviour:

Purchases occur at upscale bars, restaurants, and event venues

Tends to favour brands with innovative marketing approaches and engaging stories

Communication Channels:

Social media influencers showcasing whisky culture

Lifestyle apps and hospitality magazines

Pop-up experiences and tasting events



The global nomad



Demographics:

Age: 30-55

Gender: Gender-neutral

Geographic focus: Australia and New Zealand expatriates in the Asia-Pacific region

Background:

These individuals have travelled extensively and experienced various cultures, including whisky traditions from Asia and Europe. They have a cosmopolitan taste and value premium products that resonate with their global lifestyle.

Motivations:

A passion for sharing their experiences and discoveries

Seeking quality and uniqueness in what they consume

Exploring new culinary pairings and whisky harmonies

Buying Behaviour:

Frequent purchases online and at luxury retail stores while travelling

Looking for bottles that tell a story of journey and culture

Communication Channels:

Travel blogs and lifestyle influencers

Online marketplaces specializing in rare spirits

Social events tailored to a global audience

The luxury affluent



Demographics:

Age: 35-60

Gender: Predominantly male

Geographic focus: High-net-worth individuals in China, Japan, and South Korea

Background:

This persona epitomizes the ultimate luxury consumer, often involved in high-stakes business deals and elite social circles. Whisky is seen as a symbol of success and affluence, featuring prominently in their gatherings.

Motivations:

Convenience of exclusivity and brand prestige
Networking and strengthening business relationships through shared experiences
Status symbol for clients and associates

Buying Behaviour:

Regular purchases of premium whisky brands through exclusive clubs or private retailers
Attending lavish events that centre around rare spirit tastings

Communication Channels:

High-end lifestyle magazines and personal concierge services
Exclusive invitations to luxury whisky events and tastings
Personal relationships with brand ambassadors and distillery representatives



2025 potential markets

| Markets | Total Adults (25+) | GDP (\$USD 1,000) | GDP. per adult | HNW individuals | HNW Ratio |
|----------------------|-----------------------|----------------------|-------------------|--------------------|--------------|
| China | 1 019 548 | \$ 18,500,000,000 | \$ 18,145 | 5,150,000 | 0.51% |
| Japan | 97 669 | \$ 4,300,000,000 | \$ 44,026 | 3,400,000 | 3.48% |
| Canada | 28 137 | \$ 2,150,000,000 | \$ 76,412 | 1,800,000 | 6.40% |
| Australia | 18 197 | \$ 1,800,000,000 | \$ 98,918 | 1,250,000 | 6.87% |
| India | 803 540 | \$ 3,800,000,000 | \$ 4,729 | 875,000 | 0.11% |
| Singapore | 4 030 | \$ 475,000,000 | \$117,880 | 325,000 | 8.07% |
| New Zealand | 3 523 | \$ 245,000,000 | \$ 69,552 | 190,000 | 5.39% |
| Saudi Arabia | 19 433 | \$ 72,500,000 | \$ 3,731 | 185,000 | 0.95% |
| United Arab Emirates | 7 124 | \$ 505,000,000 | \$ 70,890 | 175,000 | 2.46% |
| Thailand | 51 379 | \$ 505,000,000 | \$ 9,829 | 135,000 | 0.26% |
| Indonesia | 163 520 | \$ 1,400,000,000 | \$ 8,562 | 135,000 | 0.08% |
| Malaysia | 20 803 | \$ 440,000,000 | \$ 21,151 | 100,000 | 0.48% |
| Viet Nam | 62 502 | \$ 435,000,000 | \$ 6,960 | 80,000 | 0.13% |
| Philippines | 58 768 | \$ 435,000,000 | \$ 7,402 | 42,500 | 0.07% |
| Sri Lanka | 14 185 | \$ 414,000,000 | \$ 29,186 | 16,500 | 0.12% |

High Net Worth Individual (HNWI): \$1 million to \$30 million in net worth.

Very High Net Worth Individual (VHNWI): \$30 million to \$100 million in net worth.

Ultra High Net Worth Individual (UHNWI): \$100 million or more in net worth.

We are striving to produce 250 bottles from each cask of whisky. As part of our strategic planning, we have set an ambitious target for 2025: to deliver a total of 16 casks, which translates to approximately 4,000 bottles. Currently, our efforts represent only a small fraction of the global scotch whisky market, particularly in relation to certain key markets. For instance, the Japanese market alone is estimated to be worth around \$270 million USD annually in Scotch whisky exports. To ensure we are well-prepared for future opportunities and challenges, we have diligently conducted the above analysis as part of our long-term planning process.



Premium single malts circa \$250



For context, we are producing limited release (1,999 per run) bottles, therefore its is difficult to compare directly with mass bottles. However, the below playing cards give an idea of where we will sit

ROBBIE BURNS WHISKY \$200



Exclusivity is our hallmark; we produce only 250 bottles per batch, each elegantly packaged in a numbered box with a certificate of authentication. This isn't just a whisky purchase; it's a commitment to artistry and distinction.

Highland Park 18 Year Old Viking Pride \$200



A stunning single malt with a balance of peaty smoke and sherried sweetness, Highland Park 18 offers a complexity that delights. Layers of heather honey, dried fruits, and spices make this expression a staple among luxury whisky connoisseurs.

ROBBIE BURNS WHISKY \$200



With a heritage steeped in tradition and a vision for the future, The Robbie Burns Whisky Company invites you to join them on this remarkable journey through Scotland's finest spirits.

GLENFARCLAS 15 YEAR OLD \$125



Glenfarclas has long been a family-owned name within Scotch. Their 15 Year Old single malt is a quintessential representation of a Speyside whisky. With notes of sherry, caramel, and a hint of smoke, this whisky is known for its smoothness and rich profile, rounded off with a satisfyingly lengthy finish.

DALMORE 15 YEAR OLD \$140



The Dalmore 15-Year-Old is lauded for its luxurious sherry cask influence. Aged in a combination of American white oak and Oloroso sherry casks, it delivers rich flavours of chocolate, orange zest, and spices. Its complexity and the interplay of flavours make it an exquisite choice for the discerning drinker.

SPRINGBANK 15 YEAR OLD \$210



Known for its unique earthy flavors, Springbank 15 includes hints of salt, chocolate, and spice. This Campbeltown whisky is revered for its complexity and is often seen as a hidden gem among high-end bottles.

GLENDRONACH 15 YEAR OLD REVIVAL \$220



Glendronach is known for its rich sherry cask maturation, and the 15 Year Old Revival delivers deep flavors of figs, dark chocolate, and spices. It's a crowd-pleaser that showcases the richness of its aging process.

Springbank 15 Year Old \$200



A gem of the Campbeltown region, Springbank 15 Year Old showcases the distillery's traditional methods. With its rich, oily texture and flavours of brine, fruit, and a touch of peat smoke, this expression offers a delightful complexity that keeps whisky enthusiasts coming back for more.

HIGHLAND PARK 15 YEAR OLD VIKING HEART \$115



Hailing from Orkney, Highland Park is known for its perfect balance of peat and sherry. The 15 Year Old Viking Heart embodies this harmony beautifully. Expect layers of heather, honey, and subtle smoke, with a rich, fruity finish. It's a great representation of the distillery's expertise and commitment to quality.

KILKERRAN 15 YEAR OLD \$75



Produced at the Glenlivet Distillery, Kilkeran 15 Year Old has garnered positive acclaim for its complexity. With notes of toffee, candied fruit, and spice, it offers a well-balanced profile complemented by a slightly oily texture. Kilkeran exemplifies the Campbeltown style, which is becoming increasingly sought after.

GLENDRONACH 15 YEAR OLD REVIVAL \$95



Glendronach has rapidly gained a reputation for its exceptional sherried expressions, and the 15 Year Old Revival is no exception. This rich single malt offers luscious sherry notes complemented by dark chocolate, figs, and hints of spices. The full-bodied profile leaves a warm, lingering finish, making it a standout in this price bracket.

Macallan Double Cask 15 Year Old \$190



The Macallan brand needs no introduction to Scotch lovers. The Macallan Double Cask 15 Year Old is celebrated for its rich sherry oak influence, imparting notes of dried fruits, vanilla, and warm spices. This elegant whisky is both complex and approachable, making it a great choice for both seasoned drinkers and newcomers alike.

BALVENIE DOUBLEWOOD 17 YEAR OLD \$250



The Balvenie 17 Year Old seamlessly blends honeyed notes, oak, and fruitiness, achieved through its dual maturation in traditional oak and sherry casks. This whisky is celebrated for its rich palate and soft finish, making it a standout choice for discerning drinkers.

LAGAVULIN 12 YEAR OLD SPECIAL RELEASE \$250



This Islay single malt showcases the iconic peaty character synonymous with Lagavulin. Each annual special release features unique nuances, but common tasting notes include smoky maritime elements, rich caramel, and dark chocolate.

ABERLOUR A'BUNADH \$115



Though slightly higher in proof, the Aberlour A' Bunadh is a cask-strength, sherry-aged single malt that fans can't resist. Aged in Oloroso sherry casks, it bursts with flavours of dark cherry, spice, and chocolate. Each batch varies slightly, making each release an exclusive adventure for whisky lovers.

OLD PULTENEY 17 YEAR OLD \$250



From the coastal town of Wick, Old Pulteney is known for its maritime character. The 17 Year Old expression highlights notes of honey, citrus peel, and a briny, salty finish reflective of the distillery's seaside location. Its unique flavor profile sets it apart, offering a refreshing change from traditional sherried offerings.

MACALLAN SHERRY OAK 18 YEAR OLD \$350



Renowned for its sherry cask aging, the Macallan 18 Year Old offers rich notes of dried fruits, spices, and chocolate. This expression is a classic example of how quality ingredients and meticulous aging processes can culminate in a luxurious tasting experience.

BALVENIE DOUBLEWOOD 17 YEAR OLD \$140



Balvenie's DoubleWood series is renowned for its maturation in both traditional oak and European sherry casks. The 17 Year Old expression showcases notes of dried fruits, spice, and honeyed sweetness, beautifully layered to create a rich and complex tasting experience. Its smoothness makes it a crowd pleaser among casual sippers yet intriguing enough for enthusiasts.