



## NHRF Managing Agent Update – April 2016

### Dunnet Bay Distillers

In March 2016, Dunnet Bay Distillers announced a competition to win a year's supply of their immensely popular Rock Rose Gin.

Holy Grass Vodka also won Product of the Show at IFEX, Northern Ireland's biggest food, drink, retail and hospitality event, in March.

This month, the distillery attended North Hop, a food and drink showcase founded in Aberdeen promoting the best of Scottish food and drink to the public and wholesale brokers, with both Holy Grass Vodka and Rock Rose Gin – the latter having several editions, including Navy Strength. The team have also collaborated with Spey Valley Brewery to create a unique, special edition APA using the distillery's Holy Grass- the vanilla-scented main component of their flagship vodka.

May will see the Dunnet Bay Distillery open to the public once again, offering their popular tours. Times are advertised for this summer as Wednesday & Friday at 3pm and Saturdays at 11am and 1pm. Due to the success of last year's inaugural tour season, the distillery team recommend that visitors book in advance, as spaces are limited. Those wanting to book should contact the distillery via the following: email [info@rockrosegin.co.uk](mailto:info@rockrosegin.co.uk) or telephone 01847 851 287. Private tours are available by prior arrangement.

The modest distillery shop is also once again accessible to the public, outside of tour times, from Monday to Friday, 10am until 4pm and Saturdays from 10.30am - 2.30pm. The retail offering boasts a variety of unique treats including Distiller Edition gins, Rock Rose chocolates, shortbread and marmalade, proving a hit both as an indulgence or as a gift.

Tours this year will also include the opportunity to learn about and sample the distillery's most recent venture, Holy Grass vodka. This addition to the fold has been in the pipeline for some time, with Martin having aspired towards vodka production since noting the similarities between the production processes and the product has so far been well received, although vodka is not experiencing quite the same popularity in the spirit consumer market as gin has currently developed.

The collaboration between Dunnet Bay Distillers and other local businesses has helped make their spirits more accessible. By creating products which don't have as stringent age restrictions as the spirits themselves, such as marmalade, chutney, chocolates and shortbread, the distillery has been able to diversify and become more of a family brand.