Design Specification for whisky label and box

BADRYRIE

Ice and Fire Distillery will be independent bottlers of Scotch Whisky. This is a new brand for Ice and Fire Distillery who already sell gin, rum and vodka.

www.iceandfiredistillery.com

The glass has not been picked yet but bottle G 0073 is the favourite with G-0070 in second place.

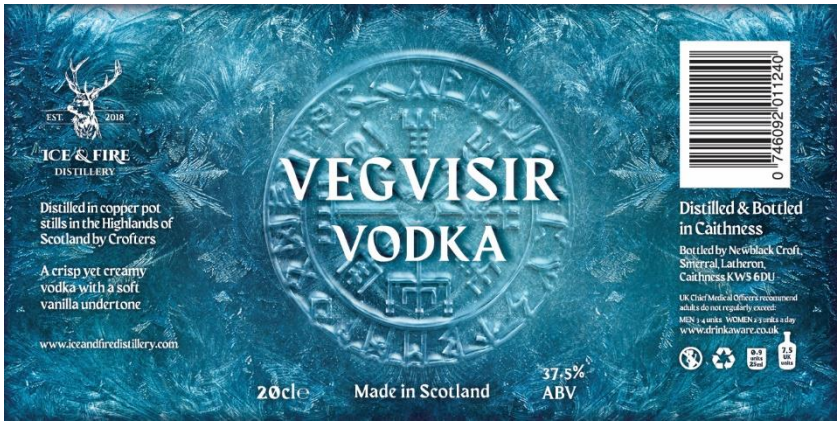
The design has to have a double label as in the example for Glenmorangie below



The top label will be a permanent label for the bottle with the distillery details and brand name

The top label must have the name of Ice and Fire Distillery – the brand name BADRYRIE – Produced in Scotland – Bottled in the Highlands, Caithness.

The top label will have all the additional information on each side of the front label i.e., there will be no back label on the bottle. See the example of some of our other labels which only have 1 front label.



The bottom label will be for each cask bottled and will change for every cask that we bottle – this label will have the type of whisky e.g. Speyside Whisky aged 15 years – 70 cl e ABV and the tasting notes

The label and box are to have a luxury premium look and feel to them. This will be an expensive product to buy and requires the packaging to reflect this.

The BRAND – BADRYRIE is all about illicit stills, and crofters distilling Whisky.

CAITHNESS AND ILLICIT SPIRITS

It was the introduction of a tax on malt, an essential ingredient in the making of whisky that helped spur on the illicit distilling of whisky – that is the distilling of whisky without a licence.

Many crofters in Caithness supplemented the croft income by not so legal means and distilled illicit whisky. The hills and moors of Caithness were alive with illicit distilling as there was a ready supply of water from the burns, peat from the hills and grain from the land. This was all they needed to make moonshine (and a bit of luck to evade the excise men).

ILLICIT DISTILLING AT BADRYRIE

An abandoned crofting community in Latheron

Badryie

At lower Badryrie there are the remains of two dwelling houses. The older has **a unique double gable, where between the twin walls constructed in such a way that where a doorway goes through it to the next room one has the impression that it is a normal single wall. As the wall extends towards the back of the house it gradually splits in two forming a substantial cavity where in the old days a distilling plant was operated. A very small doorway, only large enough to crawl through, opens into one of the adjoining rooms where it emerged underneath a box bed under which one would also have to**

crawl. There was also an opening through the roof where a flagstone camouflaged with thatch was lifted on some kind of hinge. The “worm”, a part of the distilling equipment, was found some years ago buried near the end of this building. A water supply to feed this “worm” was actually piped into this cavity from the mill dam a short distance away.

The ethos of this whisky project is defined by the following words and images

Highland Crofts and Croft Houses



Heather, burns and Peat. 





Illicit copper stills

G-0070



www.rockwoodglass.com

G-0073



www.rockwoodglass.com