

# *The* GLENMORANGIE

DISTILLERY COY, TAIN, ROSS-SHIRE

**PRESS  
INFORMATION**

**TECHNOLOGY AND TRADITION  
MACDONALD MARTIN DISTILLERS LAUNCHES  
FIRST DEDICATED MALT WHISKY  
INTERNET SITE TO HAVE BEEN DEVELOPED IN SCOTLAND**

Today, 8 November 1995, Macdonald Martin Distilleries plc, one of the few remaining independent scotch whisky distillers, launched the first dedicated malt whisky brand Internet site to be developed in Scotland to promote the country's best selling single highland malt whisky - Glenmorangie.

Combining tradition and innovative computer-based marketing technology, the Internet web site has been developed to promote the brand internationally by offering Internet users the opportunity to travel on a metaphorical journey to Scotland, thence to the Dornoch Firth and Tain, the home of the Glenmorangie Distillery.

And, in keeping with Macdonald Martin's commitment to multi-media marketing technology, the company has developed the Glenmorangie screen-saver - the first screen saver to feature a whisky brand.

Alex Nicol, marketing director for Glenmorangie said:

"A number of companies are realising the long-term advantages of the Internet to market or promote their products or services internationally. We believe that by investing in this communications medium, which despite being accessed by 10's of millions of people

throughout the world is still very much in its infancy, we are breaking new ground in whisky marketing and meeting the challenges of the 21st century head on."

He continued:

"Both the world-wide web site and the brand screen saver were designed to form an integrated part of our marketing mix, complementing Glenmorangie's existing international brand marketing. The Internet site provides us with a flexible means of communicating with new and existing customers in an informative and entertaining way."

Users of the Glenmorangie site are welcomed in the Visitor Centre by Bill Lumsden, the distillery manager, and are immediately offered a menu of options. Choices include adding comments in the visitors book, entering prize competitions, keeping up with the latest news on the notice board, exploring local history and discovering fishing on selected highland rivers - a high malt whisky profile activity which forms part of Glenmorangie's sponsorship strategy.

Visitors can also go on a tour of the distillery, tracing the process of production for Glenmorangie and then visit the tasting room to learn how to nose malt whisky and fully appreciate Glenmorangie's range of expressions.

The Glenmorangie site has also been designed to assist with determining consumer characteristics, assessing market profiles, targeting particular geographical locations eg America or Japan, and has the potential to complement sales and order processing.

The strongly branded screen saver will primarily be used as a marketing tool and introduces the viewer to Glenmorangie by illustrating the main steps in the distillation process using a combination of images and text. It lasts approximately 4 minutes.

Both the Glenmorangie site and screen saver were designed by computer-based media consultants, Clear Cut Limited in Edinburgh.

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#### **NOTE TO EDITORS**

The Glenmorangie Internet web site can be found on '<http://www.glenmorangie.com>'.

The screen saver is available to download from the site, but will also be distributed to selected markets on a virus checked 1.44MB floppy disc for PC's.