

# Momentous Minutes



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## 3 Untamed Spirits of Islay

Paris, New York, London, Milan... Port Ellen. The home of Ardbeg is renowned the world over. But what Islay lacks in haute couture, it more than makes up for in taste. Above are three model citizens of Islay. Forget Naomi, Gisele and Helena – meet Dolly, Kathleen and Maisie, a formidable trio who feature in our latest foray into the

glamorous world of advertising, part of our master plan to continue to spread

the word of Ardbeg on a global scale. (But more of that on page 3).

FROM SUPERMODELS... TO SUPERNOVA...

Ardbeg has made it three in a row by being voted the Scotch Whisky of The Year by Jim Murray's Whisky Bible for the third time running.



**Ardbeg**  
COMMITTEE

continued from front cover...

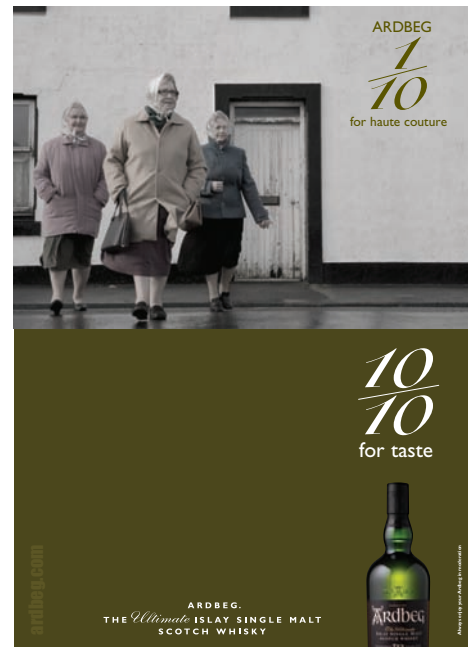
In 2008, our perfect Ten led whisky guru Jim, to exclaim that it was “simply... magnificent.” 2009 saw Jim stating that tasting Uigeadail was “one of the great moments in my whisky life.” And now in 2010, Supernova has sent Jim into hyperspace when he wrote that it was, “...much more of a Black Hole. Because once you get dragged into this one, there really is no escaping...”

### A toast...

So, much to celebrate and what could be more appropriate to toast the Committee’s Anniversary than a dram that has truly come of age this year, Ardbeg Ten Years Old. After all, the first casks laid down when the Distillery first reopened are finally ready. We’ve come full circle and it’s with deep gratitude

and appreciation that we raise a glass and say to each and every Committee Member who has shared our passion for Ardbeg along the way, thank you and here’s to the next ten years. Slainte....

### Speaking of triples...



Islay’s Next Top Models: Dolly, Kathleen and Maisie

### Steering Loch

Navigating your way to and from Loch Airigh nam Beist over some very challenging terrain has always been an ordeal. So the boys at the Distillery have swapped rubber boots for rubber tyres and invested in a smart new quad bike. It’s also perfect for quick getaways should a certain Beastie appear!



### Hop on a chopper – and WIN IT\*!

Not since Dennis Hopper hopped aboard a two-wheeler in Easy Rider have the highways of the US hummed to the roar of something so impressive! The Ardbeg Beist has been touring the States spreading the word of Ardbeg. Built by Orange County Choppers™, our transatlantic cousins are lucky enough to have the chance to win The Ardbeg Beist Chopper, an Ardbeg branded helmet and a deluxe embroidered Ardbeg motorcycle jacket. Why not follow the tour if you’re stateside, and enter the sweepstake at: [mhusa.com/ardbeg/chopper](http://mhusa.com/ardbeg/chopper) Brrrrrrrrmmmmmmmmmm...

### Ardbeg, pushing the envelope...

As we all know, the clock seems to slow a little when you enter Islay time. But as Jackie – our visitor centre manager – discovered recently there’s ‘slow’ and then there’s the postal system...

Having merrily mailed away a Committee letter to a Member on 4th June 2005, Jackie could have been forgiven for thinking she’d seen the last of it. But here, what was this? A knock on the door and the cheerful postman’s whistle was accompanied by the very same communication, back again from its

### ...through the wrong letterboxes

travels overseas, with ‘Gone A way’ stamped neatly on the label. Only five years later.


Then in January, Jackie received an invitation to a party in September. A little premature you may think, until you realize that the party had taken place the previous September and Jackie’s invite – posted on Islay and marked ‘LOCAL’ – had actually been all the way to Israel and back! Whether anyone from Zion attended the party, we have yet to discover.




\*sorry, the sweepstake is only available to US residents, excluding California. Sweepstake closes 12/31/10.



ARDBEG  
**1/10**  
for urgency



**10/10**  
for taste




ardbeg.com


ARDBEG.  
THE *Ultimate* ISLAY SINGLE MALT  
SCOTCH WHISKY

Always enjoy your Ardbeg in moderation

ARDBEG  
**1/10**  
for broadband



**10/10**  
for taste




ardbeg.com

ARDBEG.  
THE *Ultimate* ISLAY SINGLE MALT  
SCOTCH WHISKY


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## What's the score?

ARDBEG  
**1/10**  
for high-tech



**10/10**  
for taste

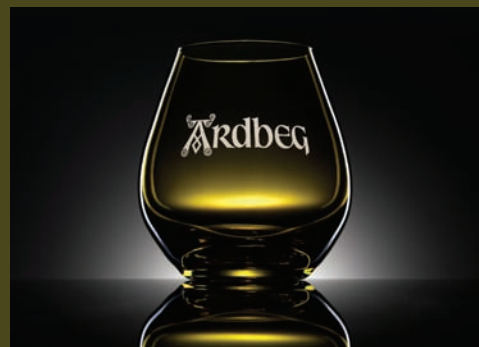


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ARDBEG.  
THE *Ultimate* ISLAY SINGLE MALT  
SCOTCH WHISKY

Always enjoy your Ardbeg in moderation

Such is the subject of our latest posters highlighting some of Islay's less than perfect qualities. Do look out for the campaign in your own corner of the world. In addition please send us your own 1/10 and 10/10 Ar dbeg-related examples by email to [oldkiln@ardbeg.com](mailto:oldkiln@ardbeg.com). The best 1/10 will win a bottle of Ten Years Old. 10/10 for that!



### The green, green glass of home

It was a huge hit for Tom Jones and we're hoping our glass will be just as big for us. It should be, it holds 18.6 fl oz! We're giving away this rather large glass, the perfect vessel to accommodate the big taste of Ar dbeg Ten Years Old. The Big Glass is available free when you buy a bottle of Ten Years Old in our online shop at [ardbeg.com](http://ardbeg.com). But be quick, our glassblower is running out of puff so this free offer is only available while stocks last.



# VAT is going up. But on Islay, it's coming down!

## Vats Amazing!

VAT or Value Added Tax as it's known in these parts is going up again in January. And while we'll all be feeling the pinch soon, it was definitely a bit nip and tuck on Islay the day we squeezed our new 10 Year Old vats through the Distillery roof.

Having opened the roof and parted the main trusses there was only 50mm either side to play with. A very tight squeeze indeed. We all breathed in and held our breath as the main base beams were lifted into position first followed by each vat. But happily after 5 hours, we let out a collective sigh of relief as they were lowered into their correct positions.

But there was no time to rest on our laurels. The next job was the removal of the wash and spirit still condensers and then the lifting in and fitting of the new ones.

To top it off, Dugga, Drew & Alister spent the next ten days stocktaking in the

warehouses, counting around 25,000 barrels. After that, we needed to lie in a darkened room (well, the Warehouse...).

## Scotland's greatest Loch? The proof is in the porridge

We all know our beloved Loch Uigeadail is responsible for supplying the water from which beautiful Ardbeg is produced. Now it has added a startling culinary string to its bow – namely as a key ingredient in a bowl of world beating porridge!

On 10 October, Calgarian Catherine Caldwell became the winner of the Speciality Porridge section at the Golden Spurtle World Porridge Making Championships in the Scottish Highlands.

On Islay to trace husband John Gilchrist's roots, Catherine was inspired to use the Loch's water in tribute to John's great, great grandfather who worked at Ardbeg many moons ago. Thus, as well as the obligatory oats and salt, Catherine's creation incorporated Canadian apples,

cranberries and four litres of water gathered from the Loch in the hills high above the Distillery. Ardbegian porridge? We can think of no better way to start the day.



*Catherine puts her triumph down to a great recipe and good loch!*





In an attempt to finally get to the bottom of the legend of the Beastie, Michael and the team drained Loch Airgh Nam Beist in June. Although the creature was disappointingly absent from the Loch's muddy basin, the boys made some much-needed repairs to make sure that the contributing factor to Ardbeg's wetness was preserved. Days of hard work and hardening cement and the Loch lives on. As does the legend of the Beastie.



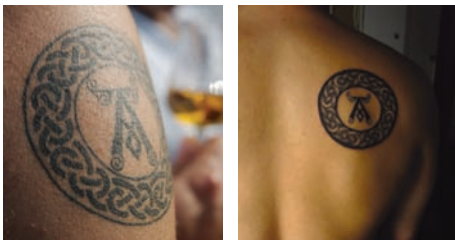
## The Ultimate display of loyalty

*Section 2 Paragraph 6, Section 3 Paragraphs 1 to 10, and Sub-section a, Sub Section b, Sub section c, and Sub section d of the Rules and Regulations states that Members "...are expected to actively pursue a serious and altruistic duty: to bring others into the Ardbeg fold."*

Clearly, Ardbeg rules! And surely this is the most permanent testament to devotion and dedication yet, a full back tattoo by Polish Member Emil Chmielnicki, Committee number 389525. Thank you Emil and to each and every one of you for your dedication to the Ultimate Islay Malt.



*That's the thing with Ardbeg, it gets under your skin.*



*Please 'ink' responsibly.*



## Remember to Member

And so it is your sworn duty to bring more uninitiated people to the ways of Ardbeg. Please invite people to join via our new 'member get member' page at [ardbeg.com](http://ardbeg.com). There may well be something in it for whoever is the most successful in their endeavour. Now go forth and spread the good word. (And take a bottle, it'd be rude not to.)

## That other Lord of the Isles

A huge thank you from us and Help the Heroes, to all those Committee Members that lined up patiently online to get their hands on the limited Lord Robertson bottling.

Lord Robertson himself – Illeach and ex-Secretary General of NATO – stopped by to pick up the first bottles of this special one-off bottling.

To those that just missed out – there will be more collectors' expressions coming in the months ahead. Keep your eyes peeled and your fingers poised!

*With over 8,000 Facebook fans and dedicated devotees to Ardbeg there are many ways you can spread the word. Visit: [www.facebook.com/ardbeg](http://www.facebook.com/ardbeg) or [www.twitter.com/ardbeg\\_com](http://www.twitter.com/ardbeg_com)*



## Ardbeg leads the pack once again

The music was blaring, the sausages were grilling, and the sand was being suitably rubbed in faces. At Eat Sand 2010, the only beach rugby competition of its kind in Scotland, Ardbeg came out on top of the pile – literally. On their way to the Laddie Cup, the Ardbeg boys saw off 20 strong opponents, including teams from the Bruichladdich Distillery and Stirling University, to name a couple.

The evening's celebrations were rounded off with a lively ceilidh then topped off with suitably bruised bodies and sore heads the next morning!



## Sugar and spice? Nice!

Could this be the tastiest thing ever to come out of the Distillery? Tens of thousands of Committee Members would disagree, but one thing's for sure – the dedication of Members to their Ardbeg never ceases to amaze us.



And so it was when this extraordinary creation was delivered to our inbox. Created not by Hansel and Gretel, but Rob and Kelly Carpenter (there's irony in there somewhere in their name) who are members of the Calgary Chapter of the Companions of the Quaich Whisky Club. This is not a house, but a whole gingerbread Distillery.

Have you seen Ardbeg's pagodas and warehouses represented in any tastier ways? First bangers and mash reproduction, (detailed down to the mash tun!) wins a prize.

## A very untamed Arrrdventure

Lifesaving libation? Check. Tent? Check. Thermal underwear? Check. When Committee Member Ole Christian Hole of Norway packed for this summer's Across Greenland expedition he was careful to get his priorities right. Top of his list was a bottle of his favourite "medicine" Ardbeg Ten Years Old.



It took Ole a month to cover 560km beginning near Sondre Stromfjord Airport and ending up in the Inuit village of Isortoq. We must report however that while Ole happily completed his mission unscathed, the bottle of Ardbeg did not survive the journey in the same intact state. It was however according to Ole a very good travelling companion while it lasted.

## Times are a-changing

Never let it be said that Ardbeg doesn't roll with the times. It's just that the latest technological marvels take somewhat longer to reach us from the mainland, let alone make an impact on Islay life. So we're excited to announce the rumblings of the 21st Century variety.

and chat on the Ardbeg Facebook page – [www.facebook.com/ardbeg](http://www.facebook.com/ardbeg)

Once uploaded, fellow Committee Members will be able to vote your image up (and down!) the Wall. Will you reach the lofty top of the Wall of Fame?

## A piece of Ardbeg in your pocket

No, not a slice of peaty goodness which could sully your favoured breeks. Rather an all singing all dancing application for an all singing all dancing phone. The forthcoming Ardbeg iPhone app, soon to appear on the iTunes store, features interactive historical timelines charting the Distillery's highs and lows, tasting notes for the core expressions, films, the latest news and full access to the shop.

## The Wall of Fame

Where better to let Members get to know each other than the place that people get to know each other online. The Wall of Fame is the place for Committee Members to show their Ardbeggian pride at [ardbeg.com/wall](http://ardbeg.com/wall), where you can also link through to other fans on Facebook



[www.ardbeg.com/wall](http://www.ardbeg.com/wall)

## Expressions of Delight...

*The king of Islay is Ardbeg. But the king of Ardbeg is the mighty Arigh Nam Beist. It brings meaning to this life.*

*Daniel,  
Nynashamn,  
Sweden*

*I went on a Rollercoaster ride and although I normally come out with nausea, I experienced bliss this time.*

*Rob Laarman,  
Steenbergen,  
Netherlands*

*Ardbeg Uigeadail: the best medicine I've ever tasted.*

*Ronald Hahler,  
Bad Breisig,  
Germany*

*There are only two essential things in life that one should draw through one's lips... breath and Ardbeg.*

*Derek Williams,  
Bangkok,  
Thailand*

**ardbeg.com**



I verify that the minutes recorded here are correct and complete, and I am pleased to endorse their publication and circulation to Members of the Ardbeg Committee.

*Michael Heads, Chairman.*

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