

The Stiùireadair story

The Coastal Essence of Bunnahabhain

Building our distillery in such a remote location wasn't the easy choice, but it was the right one. Chosen for its gentle coastal climate, abundance of clear spring water and natural harbour, the mouth of the river- or Bunnahabhain- became home to a unique, unpeated Islay whisky. What our founders probably didn't count on was the impact the coast would have on the very essence of this distinctive single malt whisky.

Because we mature our whisky at the distillery, in shoreline warehouses that are continually exposed to the elements, the sea leaves an indelible mark and can be tasted in every bottle of Bunnahabhain. This coastal influence has been exposed in the fresh and vibrant Stiùireadair (pronounced stew-rahdur).



The Spirit

Bunnahabhain
ISLAY SINGLE MALT SCOTCH WHISKY

Storm in a Bottle

To create Stiùreadair Kirstie, our Blender, has selected first and second fill sherry casks with spirit of varying ages and warehouse locations to construct a dram that truly exposes the coastal nature of the Bunnahabhain single malt whisky. Whilst not losing the sherry influence everyone knows and loves in the famous 12 year old, Kirstie has instigated a costal storm in Stiùreadair.

Colour- Amber Gold

Nose- Dried fruit and creamy caramel with hints of brine, vanilla, nuts and a touch of spice

Palate- Creamy mouth feel with a dried fruit influence, sea salt, creamy caramel with hints of nuts and a gentle spice

Finish- Long and lingering with hints of dried fruit

Un-chillfiltered

46.3% ABV



The Detail

Bunnahabhain
ISLAY SINGLE MALT SCOTCH WHISKY

Key Selling Messages

- An edition that truly exposes the coastal nature of Bunnahabhain
- Every drop, matured in our coastline warehouses on Islay
- A dram that hits key prices points underpinning core 12YO

The Commercials

Stiùireadair will only be released in selected mature European Markets where “Malt whisky explorers” understand the complexities of malt, beyond age statements. The role is Bunnahabhain Stiùireadair is to replace 12yo in specific channels such as Multiple retail



The Bunnahabhain Story

Bunnahabhain
ISLAY SINGLE MALT SCOTCH WHISKY

Bunnahabhain Background

Established in 1881 and built close to the Mouth of the Margadale river, Bunnahabhain means Mouth of The River in Gaelic. Bunnahabhain is the only distillery on Islay to produce whisky using pure spring water. Most northerly of the Islay Distilleries – situated on the north east tip of the island. Overlooking the Sound of Islay, a vast stretch of sea travelled by many a seafarer, as illustrated by the helmsman on the pack, Bunnahabhain's wonderfully remote location makes it an idyllic place for whisky distillation. The welcoming and complex taste of Islay – unpeated Islay, produced using unpeated malted barley and spring water.

