

INTERNET

## The Dalmore shares passion for mixology with new Web series

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*A bottle of whisky from The Dalmore distillery*

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By KAYSORIN

Scottish distillery The Dalmore is introducing a new video series with the first installment featuring an elaborate whisky cocktail created at Claridge's.

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**Luxury Daily**

Each of the four episodes in the series will show the creation of a cocktail with The Dalmore's whisky by an expert bartender at the most exclusive bars in London. This episode focused on Denis Broci, the bar manager at Claridge's.

"Video is a very effective tool for The Dalmore to communicate and resonate with its customers, particularly in today's digital age, because video allows people to experience the brand in a very personal way," said Kristie McGowan, doctoral student and graduate assistant, [Global Luxury Management Program](#), NC State. "With this video, the emotion, passion, complexity and meticulousness of the cocktail mixing process is conveyed through the voice of Mr. Broci as well as his precise physical movements.

"Together, these elements authenticate The Dalmore brand and foster a tangible, compelling story for consumers."

Ms. McGowan is not affiliated with The Dalmore, but agreed to comment as an industry

expert.

**The Dalmore** was unable to respond by press deadline.

My heart is in the highlands

The Dalmore has a long legacy and was founded in 1839 in Alness, Scotland. Despite its substantial heritage, the brand does little advertising and is not well known outside of the luxury beverage world.

This new series was created to help publicize The Dalmore's name and introduce it to a new generation of consumers and fans. The brand shared this first installment on Facebook where it received many likes and comments.



*Mr. Broci pours a shot of The Dalmore from behind the bar at Claridge's*

Each episode in the series will showcase the work of a different bartender from some of London's finest establishments. By taking this angle, the brand is emphasizing that it can be used more casually and does not necessarily have to be purchased only on special occasions.

In this video Mr. Broci shared his love of bartending and some of the things that inspire him when creating a new cocktail. He said he is often inspired by seasonal ingredients or by visiting a market or distillery and "seeing the hard work and craftsmanship that goes into a particular product."



*The fine The Dalmore whisky is a key ingredient in the cocktail*

For this video he made the Bonnie Coll, a whisky drink that combines elements of

hazelnut, orange and port.

Seeing the expertise and knowledge that Mr. Broci uses to make his cocktail may inspire consumers to make their own attempts at bartending. The video gives instructions for how to create the cocktail, and the final product is certainly a work of art.

"This video portrays a message of authenticity," Ms. McGowan said. "By partnering with Claridge's, the brand is aligning itself with excellent, tailored, and pleasurable experiences."

Ideally this series will lead consumers to buy some Balmore whisky of their own and give it a shot. If not, it is a fascinating film that will likely be shared on social media and help publicize The Dalmore.



*Mr. Broci proudly presents the Bonnie Coll*

Drinking buddies

The Dalmore has also partnered with other luxury brands to help promote its name. In 2013, the brand joined London department store Harrods to create a new collection that will be sold for approximately \$1,490,927 exclusively at the retailer.

The Dalmore Paterson Collection contains 12 bottles of the rare whiskey and went on sale July 16, 2013 in Harrods' Fine Spirits Room. The partnership likely helped Harrods promote its revamped spirits room and allowed The Dalmore to reach its target audience of affluent shoppers ([see story](#)).

Another example of the brand's desire to collaborate with others was a chess set created with Holland & Holland. The British gunsmith expanded its lifestyle offerings beyond hunting apparel and accessories to appeal to a different gaming interest.

Holland & Holland worked with The Dalmore to create a bespoke chess set to play off of consumers' competitive side. On Oct. 17, 2014, the Holland & Holland and The Dalmore chess set was introduced at London retailer Harrods ([see story](#)).

If The Dalmore continues to market its product in this same vein it will likely have increased success with consumers in the future. The new video series is enjoyable and informative, making it an ideal strategy for the brand.

"The video is very compelling," Ms. McGowan said. "Not only is it authentic, but it is educational and inspirational.

"Viewers interested in cocktail mixing will be enticed to watch additional videos."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/PhGx9C4tfpI>

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