

FOOD AND BEVERAGE

Glenmorangie touts wood's versatility in latest upcycling effort

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Glenmorangie is passionate about American White Oak. Image credit: Renovo

By STAFF REPORTS

LVMH-owned Glenmorangie is repurposing its Scotch whisky casks as a mode of transportation.

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The distiller has teamed with Portland, OR's Renovo Hardwood Bicycles to upcycle its used casks to create a one-of-a-kind bicycle. The collaboration serves to celebrate the Scotch whisky distillery's history as well as its wood management policy to leave a smaller environmental footprint.

Upcycle cycling

Renovo and Glenmorangie share a passion for using wood to create unique products.

Glenmorangie is known as an expert in wood and only uses its casks twice, unlike its peers who use the same barrels five or six times, thus preserving the woody notes as its Scotch whisky matures. Glenmorangie Scotch whisky aged in second-fill casks has more of a citrus tone.

For its collaboration with Renovo, Glenmorangie shipped American White Oak casks staves to Renovo's workshop in Oregon. From 15 or so wooden planks, Renovo has constructed a hollow frame bicycle.



Renovo's Glenmorangie Original bicycle outside the Scotch whisky's distillery. Image credit: Renovo

Each Renovo bike is individually designed to embrace the trapezoidal shape of each stave. The casks' curves are also reflected in the bike frame's down and top tubes.

The Glenmorangie Original bike is a "rolling testament to the versatility of wood."

Available in small, medium and large frames, the \$6,950 launch edition is built with Shimano Ultegra mechanical shifting and a hydraulic braking system, a full-carbon thru-axle fork, versatile Velocity wheels and a lightweight FSA cockpit.

The Glenmorangie Original by Renovo - Performance Wooden Allroad Bicycle

In the past, Glenmorangie has teamed with handmade sunglass brand Finlay & Co. to create shades made from repurposed oak cask barrels the distiller has used for its scotches. Since each oak cask has a unique wood grain pattern, each pair of Finlay & Co. sunglasses are distinct, a bespoke quality likely of interest for discerning scotch drinkers ([see story](#)).

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