

FOOD AND BEVERAGE

# Glenmorangie supports female distillers with OurWhisky Foundation

April 15, 2024



*Ms. Macdonald is honored on the OurWhisky Foundation website, which now has a dedicated landing page for her. Image credit: LVMH*

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By LUXURY DAILY NEWS SERVICE

LVMH-owned Scotch whisky maker [Glenmorangie](#) recently collaborated with British nonprofit [OurWhisky Foundation](#) for its first auction dedicated to female achievement.

For the event, which ended last week and was hosted in partnership with online spirits platform Whisky Auctioneer, an 18-lot array of rare whiskies called the Demeter Collection was put up for sale in support of women in the industry. Among the selection was a one-of-a-kind bottle of Ardbeg Twenty created by Glenmorangie's master blender and head of whisky creation, Gillian Macdonald.

"Historically, our industry has lacked diversity, and that's something we're determined to change," said Joe Wilson, head curator and spirits specialist at [Whisky Auctioneer](#), in a statement.

"The Demeter Collection pays tribute to the incredible talent and achievements of women in whisky, and our hope is that this auction will inspire both current and future generations."

## **Whisky for women**

To celebrate the strides made by female distillers, all funds raised from the auction, including the Whisky Auctioneer's buyer's fee, went to the OurWhisky Foundation.

Earnings will be used to bolster the charity's mentorship program, create fresh networking and tasting events, and turn its digital magazine, *The Cut*, into an educational resource for all. In total, 49,065 pounds, or just over \$61,136.95 at current exchange, were raised by April 8.



*The collection centers on Demeter, the goddess of the harvest. Image credit: LVMH*

Named after the Greek goddess of harvest and mother of Persephone, the Demeter Collection is exclusively comprised of whiskies created by women. Nodding to the ancient figure that was long considered to be responsible for giving humankind the knowledge to grow crops, the line's namesake is symbolically essential for crafting the liquor.

According to OurWhisky Foundation, Demeter's relationship with her daughter, her sharing of knowledge and her wisdom reflect the organization's own values.

Her lack of acknowledgment in pop culture is compared to female contributions to the world of whisky, which are under-recognized. The more than \$61,000 will be used to "tell the untold stories" of women in the field and bring up future generations of these leaders.

On the [OurWhisky Foundation website](#), a series of landing pages is dedicated to each of the women involved in the inaugural collection, including Ms. Macdonald. Visitors can read about their journey to their current professions and outlook on the industry.

Going forward, this event and accompanying collection will be renewed every two years, returning in 2026.

Others in luxury liquor have often celebrated women in their respective crafts via campaigns, initiatives and fundraising events ([see story](#)).

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