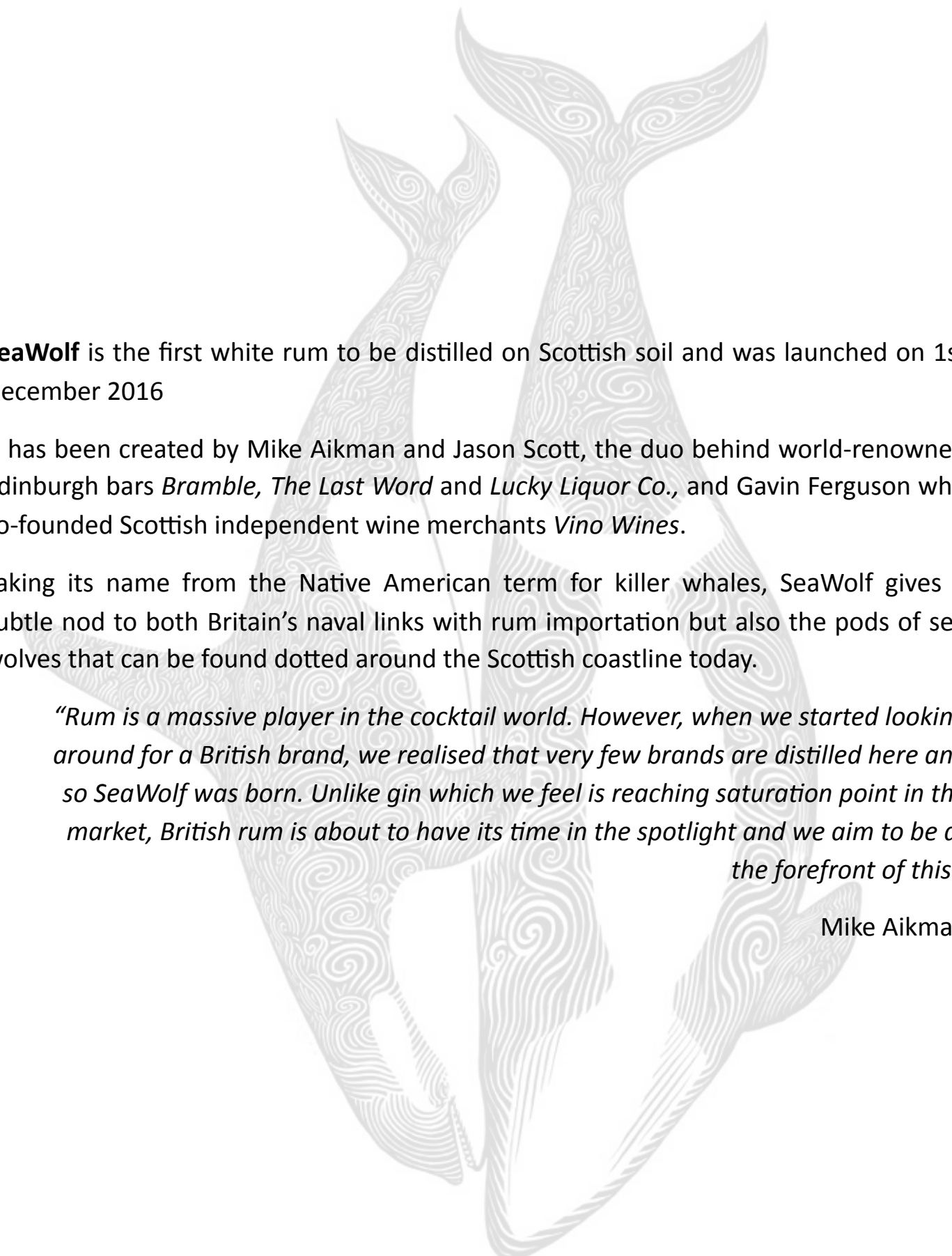


**SEAWOLF**  
Scotland's First Premium White Rum

made by  
JASON SCOTT  
MIKE AIKMAN  
GAVIN FERGUSON



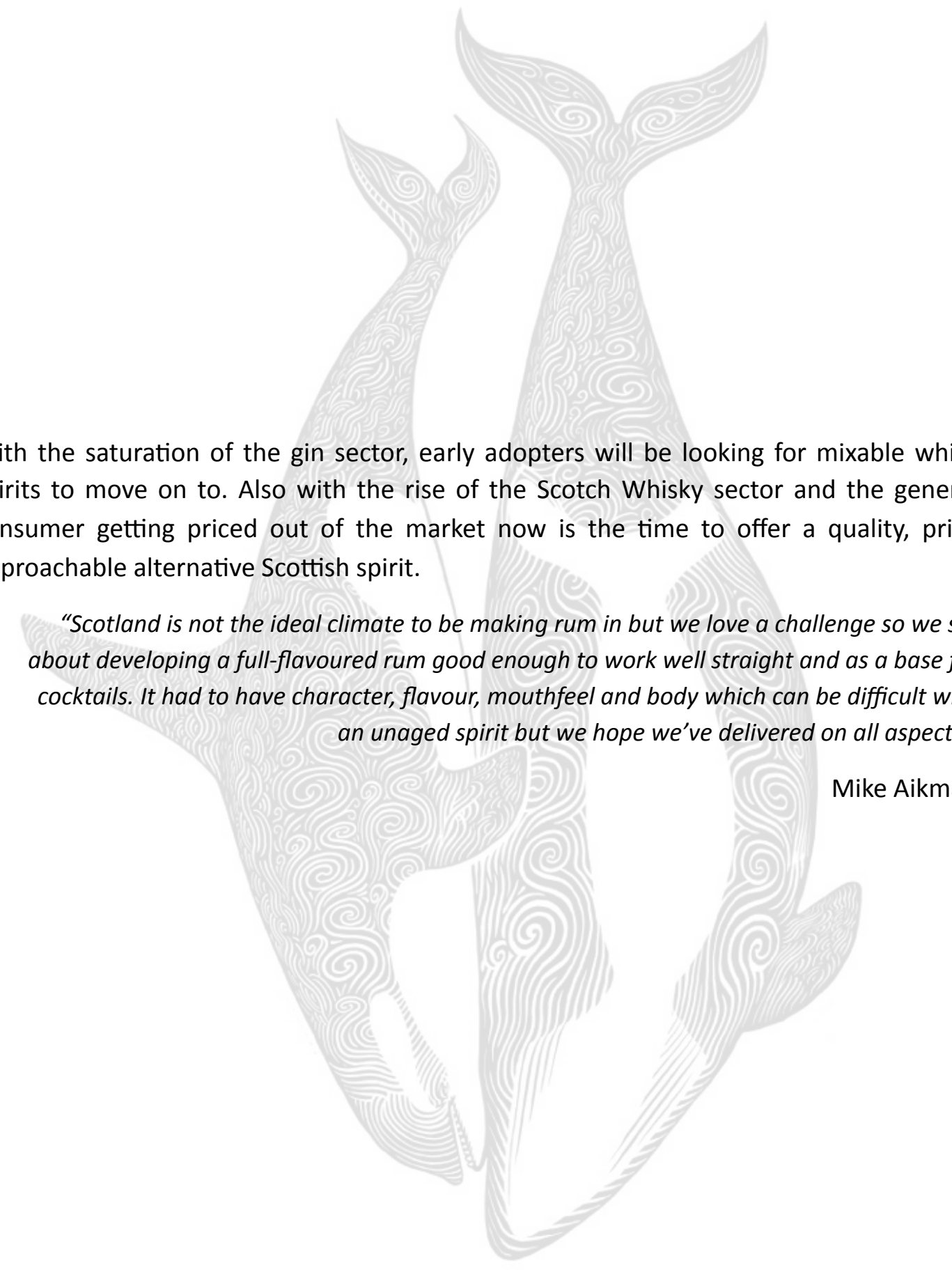
**SeaWolf** is the first white rum to be distilled on Scottish soil and was launched on 1st December 2016

It has been created by Mike Aikman and Jason Scott, the duo behind world-renowned Edinburgh bars *Bramble*, *The Last Word* and *Lucky Liquor Co.*, and Gavin Ferguson who co-founded Scottish independent wine merchants *Vino Wines*.

Taking its name from the Native American term for killer whales, SeaWolf gives a subtle nod to both Britain's naval links with rum importation but also the pods of sea wolves that can be found dotted around the Scottish coastline today.

*“Rum is a massive player in the cocktail world. However, when we started looking around for a British brand, we realised that very few brands are distilled here and so SeaWolf was born. Unlike gin which we feel is reaching saturation point in the market, British rum is about to have its time in the spotlight and we aim to be at the forefront of this”.*

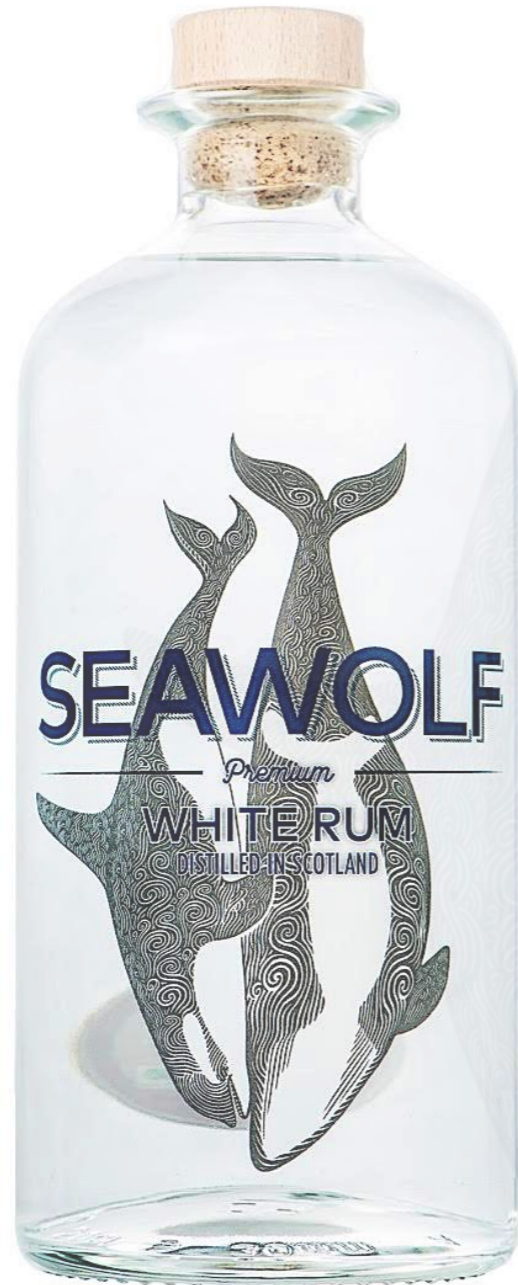
Mike Aikman



With the saturation of the gin sector, early adopters will be looking for mixable white spirits to move on to. Also with the rise of the Scotch Whisky sector and the general consumer getting priced out of the market now is the time to offer a quality, price approachable alternative Scottish spirit.

*“Scotland is not the ideal climate to be making rum in but we love a challenge so we set about developing a full-flavoured rum good enough to work well straight and as a base for cocktails. It had to have character, flavour, mouthfeel and body which can be difficult with an unaged spirit but we hope we’ve delivered on all aspects.”*

Mike Aikman



After 2 years of research and development and multiple tastings a recipe and process was agreed. SeaWolf is made with a combination of champagne and rum yeasts. The fermentation of the cane molasses is done at low temperature for four weeks and then distilled in a pot still, giving SeaWolf its unusual and unique flavour profile.

SeaWolf Rum is currently distilled in Angus at Ogilvy Spirits.

The diving whales on the bottle are illustrated by the highly regarded Scottish artist, Iain McIntosh. Killer whales are often found along the coastline of Scotland, tying the locality of product to the more traditional naval association that rum has. The hand drawn, intricate design also reflects the artisanal aspect of the product.

The clear medicinal-style bottle highlights the clarity of the liquid and contemporary style of product.



### **Tasting Notes**

Arthur Motley

head buyer and co owner of Royal Mile Whiskies

### **Nose**

*“Intensely fruity, with fresh cut pear and apple, and a punnet of slightly squished blackberries. An aroma of synthesised grape flavouring I get with a lot of Scottish new make from whisky distilleries is there. Banana bread and dried banana notes develop, finally stating its presence as a rum. A clean, relatively delicate but still complex nose that really engaged me.”*

### **Palate**

*“That fruit and banana is there (I’m thinking Fruit n’ Fibre with absolutely none of the fibre, just the banana chips, dried apple and raisins) but it is amazing how clean and then quickly drying the palate is, with a clay-like earthiness in the finish.”*

### **Overall**

*“Is this what slow-fermented, Scottish white rum is supposed to taste like? Who knows, it’s the only one I’ve had the chance to try. I hope so, as it is engaging and different.”*

## Signature Serves



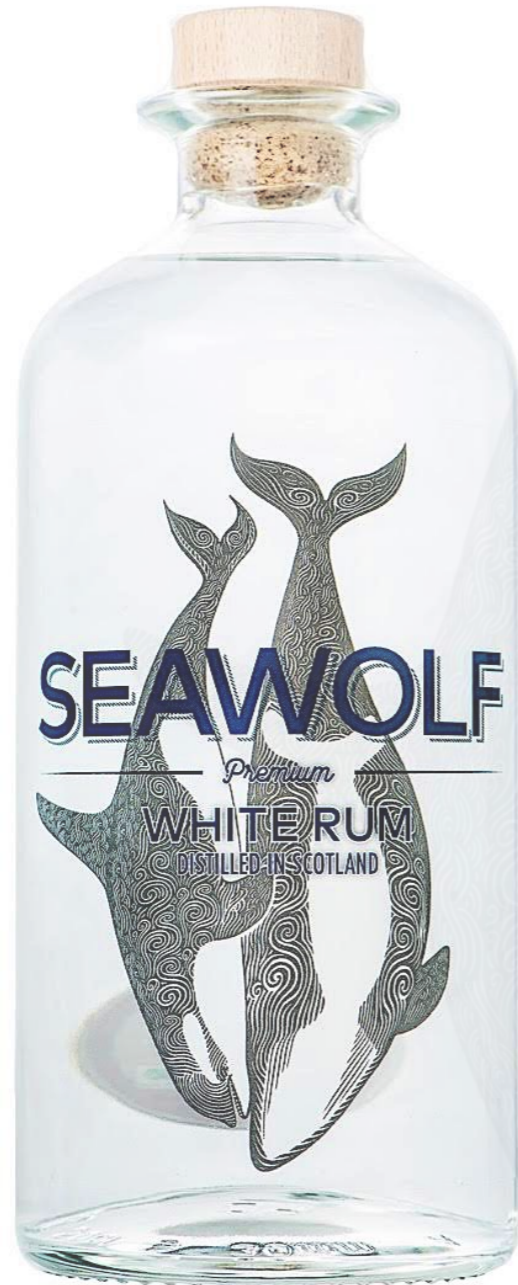
**SeaWolf Rum and Tonic** -  
served over ice with a slice  
of lime



**Corn 'n' Oil**  
40ml SeaWolf rum  
20ml Velvet Falernum  
4 dashes Angostura Bitters  
pour over crushed ice,  
serve with a lime twist



**SeaWolf Rum and Ginger Ale**  
served over ice with a slice of lime



SeaWolf has the potential to grow from a sought after and respected 'local' product to a global competitor.

We aim to maintain the quality and provenance of our rum whilst extending our reach beyond Scotland and the UK.

41% ABV, 500ml



**Jason Scott** - An antipodean with an affinity for booze might seem a little clichéd, but by channelling that passion Jason has been able to carve out a first-class reputation within the industry. Having worked with some of Edinburgh's leading bars, William Grant & Sons appointed him as the first Hendricks Gin Ambassador in 2002 to develop their fledgling brand. This role then expanded into developing 'innovation' brands such as Monkey Shoulder whisky and Reyka Vodka. In 2006 Jason realised his dream of opening his own cocktail bar, Bramble, in Scotland's capital with business partner Mike Aikman. Since then they have opened The Last Word Saloon and Lucky Liquor Co. – all in Edinburgh. The pair also created events and drinks consultancy company – Mothership (Scotland) Ltd - that supports new and established brands looking to retain or develop their reputation.



**Mike Aikman** - Mike is a Scottish bartender turned bar owner who fell in love with the industry whilst travelling the world. Returning to Edinburgh in 2001, he worked in some of the best cocktail-focused bars in the city, latterly managing Opal Lounge and overseeing the launch of The Gallery in the National Gallery of Scotland, alongside a Training role for Bacardi Rum in Scotland. He then founded Mothership (Scotland) Ltd with Jason in 2005 and gained further experience in events and consultancy, running cocktail bars for high-profile events all over the World, as well as providing expertise to various multi-national companies on cocktail development and training. Bramble opened in 2006 and has been followed by The Last Word and Lucky Liquor Co.



**Gavin Ferguson** - Gavin has been involved in Edinburgh's food and drink scene for the best part of two decades. He first made a name for himself buying over Skippers Bistro in Leith, Edinburgh, enhancing its reputation as one of the best seafood restaurants in the UK. In 2009 he entered the independent off-license sector and opened three Vino Wines stores within Edinburgh in 2010. The portfolio has since expanded, most recently last summer, with Vino Arches - the first hybrid retail store-wine bar. Gavin also co-founded Edinburgh's The Hanging Bat Beer Café in 2012. Consistently referred to as one of the best bars in the UK in its sector, this was a revolutionary bar for Scotland.





**Accolades**

**Bramble Bar & Lounge**

Top 50 Best Bar in the World:

2008, 2009, 2010, 2011, 2012, 2013, 2014, 2016

2007 Scottish Style Awards Most Stylish Bar

2007 Best New Bar: Class Magazine

2008 Top 20 Bars in the World: Australian Bartender Magazine

2009 Best Bar in the UK: Observer Food Monthly

2010: Classic Bar of the Year: Class Magazine

2012: Top 50 Bars in the World: Guardian Newspaper

2012: 50 Greatest Bars on Earth: Sunday Times

2012: Top 25 Bars in Europe: Sunday Times

2012: Top 25 Bars in Europe: Cocktails & Spirits Award

2014: Top 4 Best International Cocktail Bar: Tales of the Cocktail

2015: Top 10: Edinburgh's Best Bars and Pubs, The Telegraph

2016: Top 6 Bars in the UK: GQ Magazine

2016: Top 5 Bars in Edinburgh: The Spirits Business

2016: Top 4 Best International Cocktail Bars Tales of the Cocktail

**Vino Wines**

2017 Drinks Retailing Awards - Small Chain of the Year