

BENRIACH

Aromatic Sensory Experience

August 2021

Amber Aristy
Scotch Ambassador, Atlanta





SENSORY EXPERIENCE

OVERVIEW

ACTIVATION

- Aromatics pairings for sensory experience
- Partnered with Modern Luxury and ADAC
- Featured BenRiach Core Line
- Offered two cocktails for guests featuring Original Ten and Smoky Ten
 - ◆ One shaken, one stirred
- Received full page ad on BR Ten and Smoky Ten in Modern Luxury
- Aromatics were displayed with vintage glassware to maximise aesthetic.
- Each expression was featured on a separate table with their component parts.

RESULTS

- 100+ person event
- One bar downstairs near the sensory experience
- One bar upstairs featuring BenRiach cocktails
- Conducted two experiences leading the guests through each of the aroma profiles.
- We discussed each part on a "tour" of each table.
- Engagement was great, but would have been improved with individual aroma samplings.
- Our set up didn't allow for proper glassware, the use of Glencairns will significantly elevate results.

The Set Up



THE ORIGINAL TEN

Citrus (lemon & lime)

Cloves

Allspice

Cinnamon Bark

Dates

Wood Samples

PX Sherry



THE SMOKY TEN

Pears

Dried apple rings

Sweetened coconut

vanilla beans

peat

Rum



THE TWELVE

Cherries

Cacao nibs

Candied orange peel

Crushed hazelnuts

Port



THE SMOKY TWELVE

Cake (Almond or orange spice)

Toasted almonds

Brown Sugar

Figs

Wood chips/smoker

Marsala wine



Observations

Offered limited POS - Color Palettes, Sell Booklets, Pens.

Favor bags including fold out pamphlets, lapel pins, and small aromatics bags.

Individual samplings of aromatics paired with each whisky would create a bigger impact.



BENRIACH

THANK YOU

