

# ARISE Premium Scotch Collection

## **This is Not A Scotch Evolution. This is THE Scotch Revolution.**

Welcome to ARISE, where whisky is more than just a drink—it's an immersive journey through time, tradition, and craftsmanship. We invite you to follow the progress of the first wood-fired Scotch whisky in living memory. Every few months, we'll dip into the cask together and explore the intimate lifecycle of Scotch, as it transforms from the raw, malty essence of new make spirit to the wood-caressed character of young Scotch.

## The Wood Fire Revolution

ARISE is not only our exploration of the first Scotch to be released at the Moffat Distillery, but also the Scottish revival of the ancient tradition of direct wood-fired stills: a heritage deep-rooted in the Southern Upland Hills and carried forward by our ardent passion for simplicity, quality and authenticity. This means that our distillery embraces age-old Scotch whisky-making methods, including the use of tiny copper pot stills and the refusal to burn fossil fuels. To achieve all of this efficiently and sustainably, we leverage the power of flavour science, chemistry, physics and engineering, not to mention ground-breaking wireless and information technology. At the same time, we take pride in our meticulous craftsmanship, relying on human effort - mind, body and soul. We are small and painstakingly slow. Our commitment to excellence is reflected not only in our processes but also in the exceptional character of our spirits.

## Introducing ARISE

ARISE is not merely a three-year tasting experience of our young spirit: it's an exploration of an entirely new Scotch whisky style. Each step along the road offers you an opportunity to engage with the evolution of the spirit's flavour and character, allowing you to experience the evolution from wash to whisky, firsthand. As you taste, you will feel the connection to the landscape, the people, the community and the passion that is poured into every drop.

## The Art and Science Behind Our Wood-Fired Stills

What sets ARISE apart is our insistence on using direct wood-fired stills, making Moffat the only distillery in Scotland—and one of just two on the planet—to employ this method. This traditional process infuses our spirits with an unrivalled depth of flavour. Wood-firing also requires us to mash in at higher temperatures, producing both fermentable and non-fermentable sugars: the latter of which the yeast cells overlook during fermentation. Coupled with a longer fermentation, these non-fermentable sugars contribute to a richer, sweeter wash.

Our wood-fired process transforms these sugars through the twin processes of caramelisation and the Maillard reaction, resulting in aromatic compounds that contribute richness and sweetness to our spirit. Through manual control over distillation temperature and precise cut points, we ensure that each expression captures the essence of our grain, while telling the story of oak maturation. Artistry is reflected in every sip.

## Our 36-Month Whisky Expedition

Our ARISE collection features a carefully curated series of spirit releases, spanning more than 36 months. A 200ml sample of new make spirit. Six 200 ml samples of maturing spirit, one 200 ml sample of three-year-old “young Scotch” and a 700 ml bottle of fully-matured Scotch, all from our 120-litre American quarter-casks:

- Release 01 - New Make Spirit: Discover the young, vibrant character that forms the foundation of our Scotch.
- Releases 02 to 06 - Early Stages: As you progress through the years, taste the transformation in flavour and character, understanding how each release reveals a new layer of cask influence.
- Release 07 - Young Scotch: A milestone in our journey: this bottle showcases the mastery of our whisky-making.
- Release 08 - What Comes Next? Join us in anticipating the future maturation possibilities that lie ahead, each one promising new layers of complexity. What does the future hold for wood-fired Scotch? As a community, we'll decide when the maturation is complete and when the Scotch is ready to be taken out of the cask, culminating in our 70cl bottling.

## Immersive Tasting Experience

With each release, we offer a one-of-a-kind interactive experience. Participate in virtual tasting sessions led by our master distiller—or join us in person for the live tasting—where you'll gain insights into each stage of the journey. Enjoy exclusive tasting notes and expert guidance that will enhance your understanding of the whisky's evolution.

Our tastings are designed to be memorable, whether you're enjoying them in our distillery or in your own private setting. Experience the sensory journey of each release, complete with limited edition bottles and a personal touch that reflects the rarity of our spirits and the human involvement that makes all of this so satisfying.

## Tasting Notes and Sensory Guide

Each release is accompanied by detailed sensory notes, highlighting the aromas, palate, and finish. As you compare the releases, you will discover the nuanced progression of flavours, allowing you to appreciate the artistry behind each bottle. Expect to be captivated by complex aromas, delightful textures, and finishes that linger, inviting you to savour every moment.

## Heritage and Craftsmanship

The primal draw of wood fires adds an unmistakable quality to our spirits, echoing the time-honoured traditions of whisky-making while pushing the boundaries of flavour. Our dedication to craftsmanship is evident in every step of the way. From sourcing the finest Scottish malted barley to the meticulous construction of our wood-fired process, each element is designed to set free the spirit character. We scrupulously monitor the output at each stage, adjusting to environmental factors to ensure the highest possible quality every day. Every detail, from barley to barrel, is crafted with precision to ensure that only the finest whisky emerges.

## Visual Timeline

Our timeline, which will soon be depicted here, represents the typical changes we might expect to find in colour, clarity, and character as our collection builds. Part of the excitement is the uncertainty as to how the spirit will develop. It's been centuries since wood-flame stills were commonplace. No one alive today can predict the path our wood-fired Scotch will take: you will be among the first pioneers to experience it.

## Join the Wood-Fire Whisky Revolution

We invite you to reserve your place in Scotch history. Become one of the select few to taste from each of the first 11 casks ever filled with wood-fired spirit. Join the ARISE community today: and receive exclusive updates and offers. For more information, visit our website or scan the QR code below to easily secure your collection.

Join the wood-fire revolution now. Discover the transformative experience that is ARISE, where each sip tells a story and every bottle is a testament to the art of whisky-making.