

The Treasures Story So Far

Back in 2003, when we were a small concern, confined to a few outlets in Scotland, we wondered what we could do to give our customer something different – a bit special. After all it's not every day that a visit is made to a specialist whisky retailer and the feedback that we most commonly received at the time was that the customer wanted to take away something different – something definitely not available in the multiples.

After much brain storming we came up with the Glenkeir Treasures concept. We felt that we should use our contacts in the Industry to find individual casks of single malt whisky that would be exceptional in their own right. And wouldn't it be fun to have them held in and poured from single casks in store? So we set about the complicated task of sourcing everything needed to have a bespoke hand bottling service in every one of our shops. We entitled the product Glenkeir Treasures, because every one of the whiskies offered was indeed a hidden gem. And we had another big idea – let's not make our Treasures too complex or threatening or specialist. We set out to find the very best quality, but at a level and price range that everyone could appreciate and afford.

Our initial selection encompassed a young smoky Ledaig from the Isle of Mull, a fine Glenrothes, an Aberlour from an oak barrel, not sherry as is usual, and an oak matured Macallan 15yo to top off the range. The Glenrothes was replaced with a Ben Nevis when it sold out and this essential range has remained in place up to the present day. We were delighted and our customers were soon to be, after they got over the surprise and novelty of whisky being actually poured from the cask in front of their eyes. We chose different and unusual bottle sizes to encourage the customer to sample the range and move quickly from one expression to another. This was a master stroke, for we were soon to learn the popularity of small sizes for the travelling population.

Today, Glenkeir Treasures have grown up to be an established and core reason why The Whisky Shop is the most interesting and successful specialist whisky retailer in the UK. Although, the range of makes available in barrel remained the same, the whisky ages changed as individual replacement casks were selected. The over-riding concern was to keep the quality as high as possible.

However, we went on to extend the concept to include limited edition bottlings at cask strength. Our Glenkeir Treasures Cask Strength Selection covers quite exceptional older age casks that we uncover from time to time on our travels. These have included a series of 1989 Springbanks – now sought after by whisky collectors – a 30YO Glen Mhor ("you can't fault sensational whisky like this...Jim Murray) a 21 YO Highland Park and a 26Yo Bowmore. Each one has been exceptional and these editions rightly take their place among the best single malt scotch whiskies that money can buy.

And, finally, this summer we took another step and launched a blended Islay under the Glenkeir Treasures flag. This cheeky little number is a blend of two famous Islay makes to produce a most pleasing result. The reaction from our customers has been sensational!

So whatever your budget and whatever your favoured style of whisky the Glenkeir Treasures range has it all. And what can be guaranteed with the utmost conviction is that if your bottle possesses the Glenkeir Treasures label, its contents will be exceptional. Frequently in our London Tasting Nights we include a bottle from the Treasures range and every time, without exception, it comes out the winner! Need we say any more.....

Check out the Glenkeir Treasures range this Christmas

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