



The Distillate

The Worshipful Company of Distillers



IN THIS ISSUE

A very different year.
Our charitable work
exceeds all expectations.
Interview with The Chairman
of Brown Forman – Garvin Brown

The annual review of
the Master's Year

December 2020

The Distillate

December 2020



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Officers

The Master

Mr Jonathan Driver

Upper Warden

Mr Chris Porter

Middle Warden

Mr Chris Searle

Renter Warden

Lorne Mackillop MW

Immediate Past Master

Mr Kenny MacKay

Father of the Court

Mr Charles Minoprio

Clerk

Mr Edward Macey-Dare

Assistant Clerk

Mrs Kim Lyons

The Beadle

Mr John Cash MBE

Our thanks go to all our contributors and the editorial team at Paragraph Publishing, Steward Damian Riley-Smith, Bethany Whymark, Tim A Court, and our Learned Clerk, Ed Macey-Dare, for producing this year's edition. We hope you enjoy it which was produced under difficult conditions. We are continually striving to improve the magazine and would warmly welcome your feedback. Please don't hesitate to contact me at finchpj@btinternet.com if you have any comments.

Paul Finch

The Editor

DIARY OF DATES

Please see our website for further details
www.distillers.org.uk or contact the Assistant Clerk,
Mrs Kim Lyons, klyons@lbnw.com, telephone 020 7960 7173.

Further dates will be added and notified via email.

Informal Events will be notified during the year.

Events may be cancelled due to the current Covid-19 crisis.

2021

Thursday, 11th February 2021

Court Meeting and Livery Luncheon: Painters' Hall

Thursday, 22nd April 2021

Court Meeting and Livery Dinner: Skinners' Hall

Wednesday, 23rd June 2021

Court Meeting and Luncheon (Court & Stewards only): Innholders Hall

Wednesday, 12th May 2021

Inter-Livery Shoot: Holland & Holland

Saturday, 22nd May 2021

City Livery Yacht Club - Inter-Livery Sailing Regatta

Thursday, 9th September 2021

Court Meeting and Scottish Livery Dinner: Signet Library

Friday, 12th November 2021

Pre-Lord Mayor's Show Dinner: Saddlers' Hall

Thursday, 18th November 2021

Installation Court Meeting and Livery Dinner: Vintners' Hall

Tuesday, 14th December 2021

Carol Service, St Lawrence Jewry followed by Supper in the Members' Dining Room: Guildhall

2022

Thursday, 10th February 2022

Court Meeting and Livery Luncheon: Apothecaries' Hall

Thursday, 28th April 2022

Court Meeting and Livery Dinner: Grocers' Hall

Wednesday, 22nd June 2022

Court Meeting and Luncheon (Court & Stewards only): Barber Surgeons' Hall

Golf Secretary: Graham Franklin: ggfranklin3@aol.com

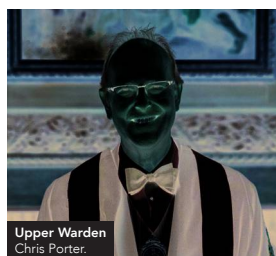
Car Club Secretary: Nick Carr: carnicholas@yahoo.co.uk

Inter Livery Shoot: Alex Parker awparker@londonandscottish.co.uk

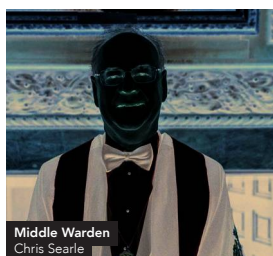
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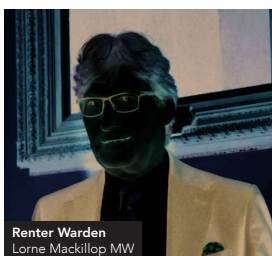
The Master and Mistress Kenny and Kathy MacKay



Upper Warden
Chris Porter



Middle Warden
Chris Searle



Renter Warden
Lorne Mackillop MW

Lorne Mackillop MW Renter Warden

After graduating from London University in 1977, Lorne joined the wine trade, having worked during university vacations for André Simon Wines in Belgravia. Starting at the bottom rung of the Company, he rose to become Branch Manager of the Knightsbridge Branch, and then the Mayfair branch. He joined the Malmaison Wine Club in 1983 and, in 1984, became the world's youngest

Master of Wine. He served as a Councillor of the Institute of Masters of Wine in 1986 and also became the Institute's representative trustee on the WSET from 1989-1993.

Lorne remained in the restaurant and wine trade with City Restaurants Plc and First Fine Wine (London) Plc until May 1993, when he joined Angus Dundee Distillers Plc - where he remains to this day. At Angus

Dundee, he works in a commercial role responsible for the exports to North America, Scandinavia, parts of Europe, Australasia, and other diverse territories, along with the UK Duty-Free market. He also has a non-commercial role as the Master Blender (palate) of the Angus Dundee group, and the selector of single casks behind the "Mackillop's Choice", an Independent Bottler brand.

He joined the Livery in November 2010 and, until recently, chaired the Industry Committee (now renamed the Industry and Membership Committee), before passing the reins to Trevor Stirling. He is looking forward to serving the Livery in his new role as Renter Warden, assisting the new Master in these very challenging times.

Editor

A Very Different Year

I will remember my installation ceremony and dinner for the rest of my life. A mixture of apprehension, terror, elation, relief, gratitude and expectation. Elation and relief that one had got through it without too much embarrassment; gratitude for the genuinely warm welcome from the Livery; and a great expectation for the year ahead.

The carol service was a great highlight, as always and we were delighted that our minister from my home-town church in Auchterarder was able to attend and was made so welcome by all of you. Not knowing what to expect, she was immediately struck by the warmth of welcome from the Livery.

That sense of expectation continued in 2020 and the year started at the same rate, with 14 events leading up to the February lunch. Highlights among them included: opening the Alkmaar Whisky Festival 10th anniversary in the Netherlands, before flying out of Amsterdam just ahead of Hurricane Ciara; and making it to Edinburgh for the Informal Scottish Livery Lunch at 603 Squadron,

prior to the Calcutta Cup.

We managed to reach London in time for the February Court meeting and lunch in Girdlers' Hall, which is another stand-out memory for both of us. Again, the Mistress and I were struck by the sheer goodwill and camaraderie within our Livery and from outside.

And then the world changed.

The spread in Asia of the coming coronavirus pandemic began to cause concern and the first tangible effect on us was the terrible decision to have to cancel the Court trip to Japan. This had been years in the planning, and I had hoped it would be a highlight of the year, but cancellation was the only option.

A very busy week in the City in early March with four events and a wonderful visit to Plymouth saw us drive back to Scotland exhausted, but elated - and sadly, apart from the bike ride, we have not been back to London.

The gloom of the early weeks of lockdown had to be tempered by a sense of perspective, in the knowledge that many others were



TOP RIGHT:
The Master.
BOTTOM:
Master and
Mistress with
family.



much worse off. What has happened since is a major testament to what the Distillers are all about. It was clear that Livery life as we knew it would have to change - and change it did.

Our charity appeal and Whisky Auction in aid of the Drinks Trust raised in excess of £100,000 and I am deeply appreciative of the whole task force team for their efforts on this front.

I am completely in awe of the commitment of those in our Livery who have worked this year in a very different way. Whether it be charity, vocational training,

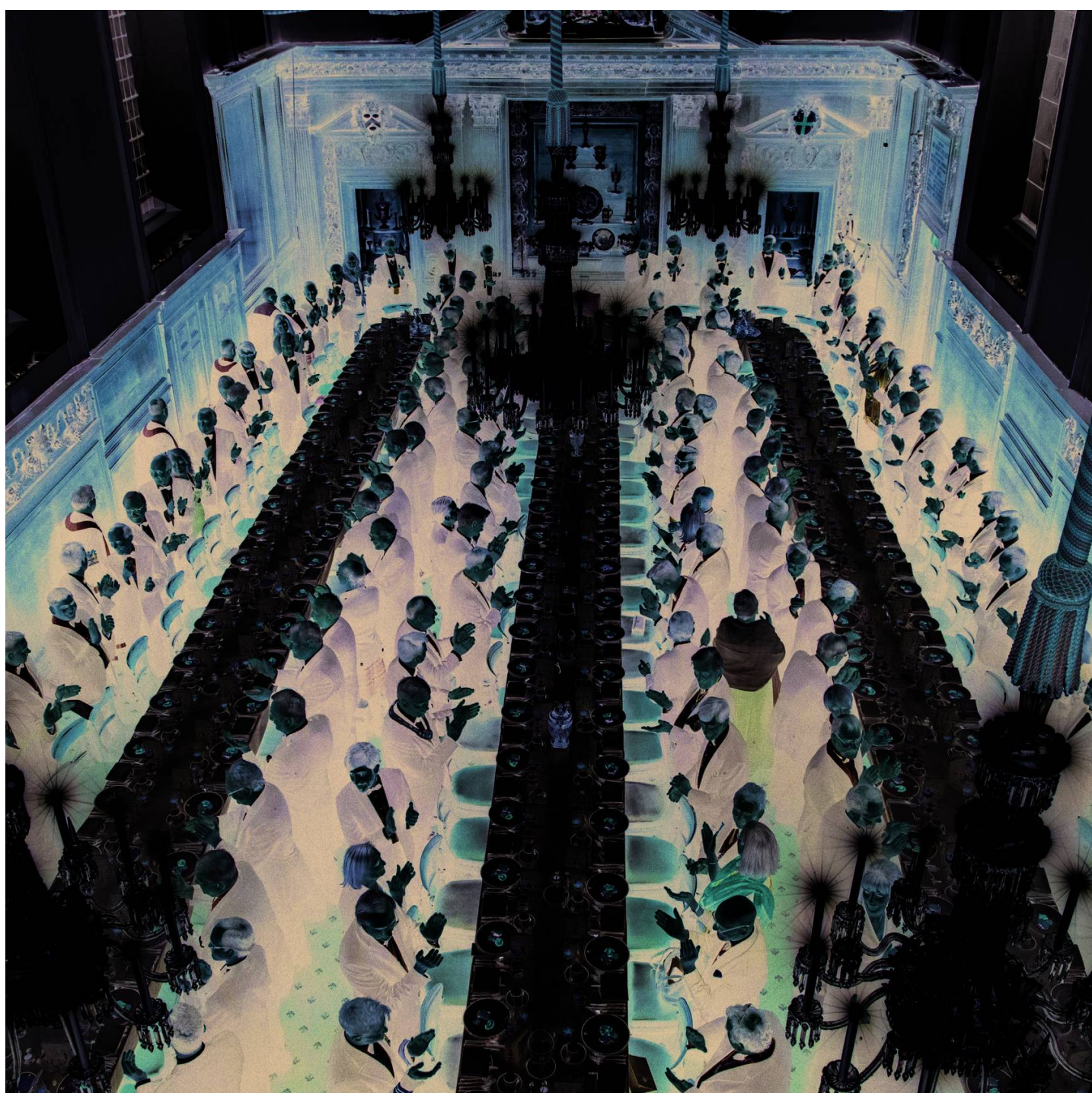
military affiliations, industry, the auction, the reorganisation team, spirits and wine, marketing, finance or the bike ride team, the level of commitment demonstrated by our groups and committees is something I am hugely grateful for.

Last but not least, thanks also to the Clerk's office, Ed and Kim and also to our development director Clive for their excellent support.

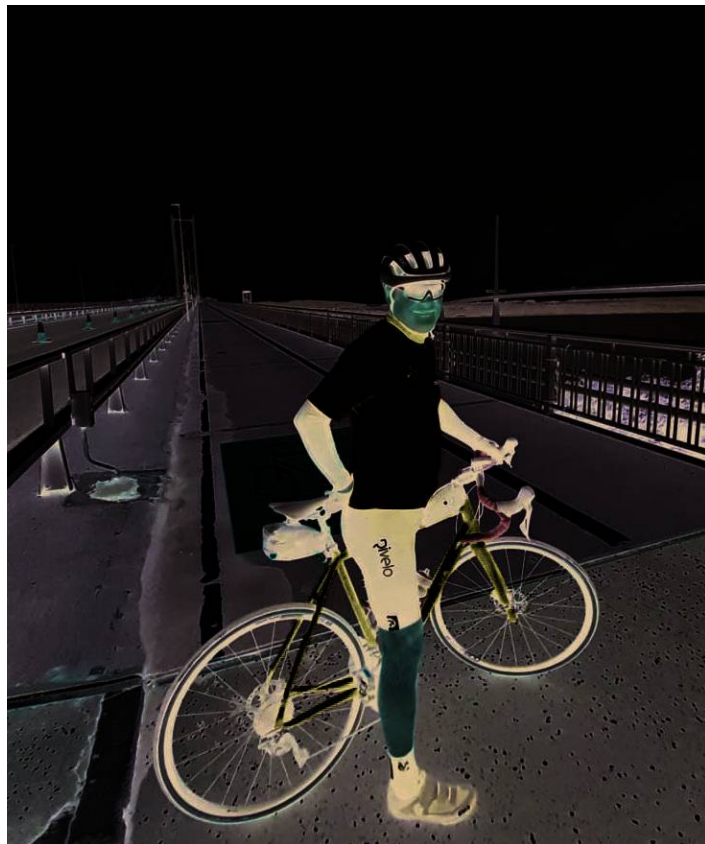
A very different year, but one where I have been honoured to serve as your Master. Thank you.

Kenny MacKay

Master 2019 - 2020



The Master's Charity Bike Ride raises £40,000



The Distillers' 500 bike run was like nothing I have ever done before. The idea hatched somewhere in the late afternoon following the 2019 June Court lunch (says it all!!) was simple: we will ride 500 miles from Scotland to London for Charity.

Having never enjoyed endurance sports, the idea was to do something challenging to help keep my weight off during my Master's year and also to try and inspire those younger than me with the Livery Charity vision of giving back.

Initially, the plan was to leave my home in Auchterarder on my 60th birthday in April, but Covid-19 got in the way and we eventually settled on arriving in London on 22nd September – to coincide with the Lord Mayor's City Giving Day.

Apart from the training miles, there was the small matter of the logistics and organisation for a week-long event of this nature. Again, I am hugely in James Higgins and David Raines' debt for a superb organisational plan. A huge task – and with frequent changes in Covid-19 restrictions, plans were

frequently being rewritten.

Four other Liverymen – the Learned Clerk Ed Macey-Dare, David Wilson, Alan Montague-Dennis and James Higgins – together with prospective Liverymen Scott Allen and Simon Swift, joined me – and what a group they were! We were also superbly supported in the back-up team with Jonathan Driver and the Mistress, who excelled at every food stop and ensured we were perfectly fuelled for the task.

To say the ride was “memorable” would be a massive understatement; indeed, one of the riders described it as a “life changing experience” As I write, the memories continue to bring a smile to my face.

The excitement of the arrival by train of the team from London and a socially distanced supper at Gleneagles – where the pre ride pep talk was conducted by text – and the sheer relief of getting started on day one from home with friends and neighbours waving us off, were early highlights.

The Forth Road Bridge crossing and then dodging the buses in



FACING PAGE,
FROM TOP: The
Master, Peter
MacKay, Lucy
Coomber. The
February Lunch
THIS PAGE FROM
TOP: The Master
at the Forth road
bridge. Bottom
Distillers doing
what Distillers do!

Princess Street in the shadow of Edinburgh Castle with the Learned Clerk was not for the faint hearted and, once through the City we were on our way - a magical ride through the borders in what I swear must have been the clearest day ever. Having crossed into England we were able to switch from our groups of two into a larger group and, as we all stopped for coffee on the south bank of the Tweed for the first time, I was aware of what a great "Esprit de Corps" already existed in the group.

Despite the differing riding abilities and experience, all committed to the cause, enjoying the incredible experience together in incredible scenery.

Because of the outstanding weather, our arrivals in the late afternoon invariably led to a seat outside and the collective satisfaction and enjoyment of what went on to become known as "recovery lagers".

A misty early morning crossing the Tyne Bridge, The Angel of The North, Mason's Gin Distillery, RAF

Leeming (and a morning outing with the RAF Cycle team) and cycling through Doncaster Town Centre - all navigated slightly better than by the Back Up bus! - are all memories as vivid today as they were in real time.

We all remarked what a beautiful country we are privileged to live in, none more so than the Fens which we skirted around on our way to Cambridge, carefully navigating around a herd of cattle on the cycle path.

To say that the experience of

arriving at King's College, where we were welcomed by the Domus Bursar Philip Isaac in beautiful early evening sunshine, was surreal would be an understatement and the next morning, as we stood eating the best bacon baguettes ever for breakfast, overlooking the Cam in the King's College garden, there was a palpable sense of emotion within the group.

A fitting start to the last day - and what a day it was!!! The weather was even warmer and the miles flew by until lunch when, almost unbelievably, we were ready for the final stretch to Mansion House - with Grant Gordon, our Charity chairman, joining us to provide support and willing us on to the end.

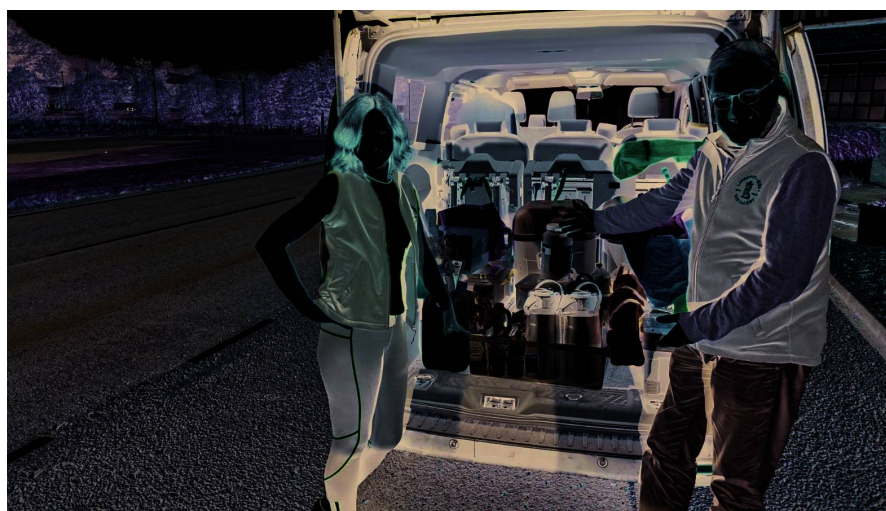
Riding into the City had a different feel, with the euphoria of knowing that we were going to complete the task and I am sure some of us shed a wee tear as we rode up to Innholders to be met by friends and family. After the celebrations, there was one last ride to Mansion House and the presentation of our cheque for £20k to the Lord Mayor for onward donation to Future Youth Zone in Dagenham.

If I thought that would end the highlights, I was wrong - for we then moved on to St Lawrence Jewry for a short Service of Thanksgiving, led by our Chaplain Rev Canon David Parrott. This was incredibly moving, giving thanks for our safe arrival and the work of the Distillers' Charity and our beneficiaries. Gavin Evans gave an inspirational insight into Future Youth's work and we were all able to give our own thanks to God for what had been achieved.

A final dinner - in socially distanced groups - was a lovely finish for the group.

A total of £40k is our best estimate of what we raised, with £20k going to the riders' personal chosen charities. I am sure all the riders would like to join me in thanking the Livery, our friends, families and business associates for their incredible donations making this all possible. I would also pay huge tribute and thanks to all the support groups from within the Livery for their sterling work - and, in particular, the Mistress, Kathy for her great support and encouragement for this and everything else this year.

Kenny MacKay
Master 2019 - 2020



THIS PAGE,
FROM TOP: Kings
College. A light
lunch.



Two Celtic Bards

A Dram's a Dram by Kenny MacKay

*Is there that wonders why today,
We gaither here for a' that,
A glass o wine and food sae fine,
Wi Uisge Bheatha and a' that,
An' a' that an' a' that,
Repleat we'll be wi' a' that,
Distillers reputation lies
in being guid at a' that.*

*In London toon wi' coloured goon
The Liveries meet an a' that.
Process, compete and meet and greet.
And wine and dine an' a' that.
An' a' that an' a' that.
A richt guid time an' a' that
But ne'er forget the guid they've done
For centuries an' a' that.*

*So let's remember Charity
The Common Guid an' a' that
For those wi' less than us today
Ne'er dare forget for a' that
An' a' that an' a' that
We'll ne'er flinch at a' that
and gie tae others less well off
Distillers will for a' that.*

*Theirs ither Masters here today
Oor Cask group friends and a' that.
The Brewers, Coopers and their clerks.
Are welcome here for a' that.
For a' that and a' that.
Their beer and casks an' a' that.
Sae complimentary tae oor trade
Sae grateful we for a' that.*

*And then these vessels in oor hands
Glass sellers craft and a' that.
Decanters, bottles large and sma'.
Oor spirit needs to store that.
For a' that and a' that
Where would we be without that
Wi' simple glasses raised aloft
Slainthe Mhath and a' that*

*Then also here and in guid cheer
The Military and a' that
Oor Navy, Army, Air Force friends
Oor nation's guard an a' that
An a' that an a' that
Hae oor respect for a' that.
The young professionals in the room
We thee salute for a' that*

*The educators gathered tae
And students keen as a' that
Who learnt their trade and how it's made
And won awards an a' that
An' a' that an' a' that
We wish you well in a' that
A better industry than this
You couldnae pick frae a' that*

*There are some thanks I need to make.
Tae Girdlers Hall an' a' that.
Their clerk, their beadle, caterers too.
Hae done us proud wi' a' that
For a' that and a' that
Fur bellies foo and a' that
We gae oor thanks unto the Lord
His hand provides us a' that*

*An' now today were on oor way
And that's the end o' a' that
But first wi' intro frae oor clerk
Some Auld Lang Syne an' a' that
An' a' that an' a' that
A weel kent song for a' that.
It's sung tae celebrate guid friends.
Aroond the world an' a' that.*

*And so let's stand and hold a hand,
O Mine and sing for a' that,
And gae oor thanks tae Robert Burns,
Oor National Bard for a' that,
An' a' that an' a' that,
His influence an' a' that,
On whisky sales o'er a' the world,
A Dram's a dram for a' that.*

February Luncheon

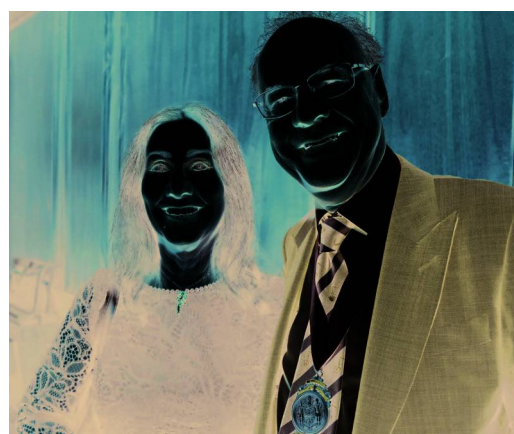
On a typical February day, the luncheon was held in the beautiful Girdlers' Hall, following a Court meeting that morning. The attendees to the luncheon were greeted by Pipe Sgt Andrew Parsons of the London Scottish Regiment. This Scottish flavour continued with the 'Selkirk Grace' from our honorary chaplain and the piping in of the haggis – with the Clerk bringing up the rear, rotating aloft a couple of empty bottles of J&B Scotch! – followed by a unique rendering of the traditional address by our Master. The Scottish theme and remembrance to the 'Bard' Robert Burns continued throughout.

Proposing a toast to our guests, Liveryman Commodore Jock Alexander OBE introduced Masters from the Brewers, Glass Sellers, Coopers and Upholders' Companies, together with their

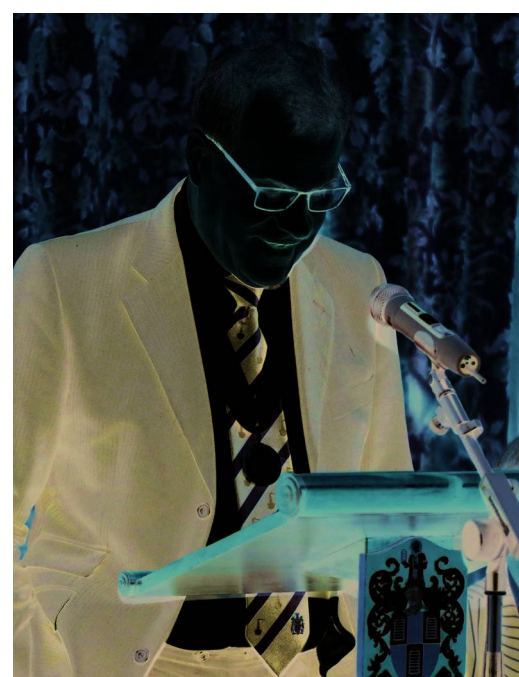
learned and gallant Clerks. He also welcomed 10 new Liverymen, a new Corporate Freeman, Rita Greenwood of William Grant & Sons and congratulated Dan Szor, David Gates and Ewan Lacey on their elevation as Stewards. He also welcomed the Master's personal guests, including the speaker Lawson Doe. During his speech, Mr Doe showed himself to be the authority on the 'Bard' for which he is well known.

The Master awarded prizes to WSET winners Laurence Walker and James Crewe; and to our successful golfers Bob Howell, and Bruce Hyde, and our 'golfer of the year' Nathan Last.

The Master then regaled the assembled throng in his own poetic style 'And All That', a very entertaining rendition. He also shared the fact that he had been provided with a new belt,



THIS PAGE
CLOCKWISE FROM
TOP: Golfer of
the Year Nathan
Last. Sue and
Chris Searle.
Commodore Jock
Alexander OBE.
James Crew and
Laurence Walker.
Auld Lang Syne.





very relevant as we were dining at the Girdlers, but that it had to have an extra hole put in it and wondered why?

A toast to the Queen was followed by the singing of the National Anthem, a prelude to the premier of the Clerk's composition, 'Good Heart', a new Distillers' Song. This was delivered from the balcony by honorary Assistant Ian Harris (bass/baritone) accompanied by the Clerk himself on the piano – our very own Hinge and Bracket! Our excellent soloist delivered each verse (telling the story of the Company's history in clipped tones) and encouraged the assembled throng to join in the chorus, which was proudly done. The luncheon concluded with a rousing rendition of 'Auld Lang Syne'.

Following the luncheon, everyone retired for a restorative Stirrup Cup with the Master, where they were joined by the consorts of Liverymen who had dined at a separate luncheon at Vintners' Hall with the Mistress.

Michael Walpole
Hon. Steward

Consort's Lunch at Vintners' Hall

This year we were lucky to have had our Consorts' February Lunch at Vintners' Hall.

Major Steve Marcham kindly met us with a glass of bubbly and gave us a really interesting tour of this most beautiful hall. The tapestries of 1466 depicting St Martin and St Dunstan and the hearse cloth given in 1539 by John Hussee were definitely my favourites. They were both incredible.

Amongst the many great stories about "Vintners" Steve also explained the tradition of Swan Upping - although sadly, as in many other cases, his invitation to witness this in person would not materialise because of the

Covid-19 situation.

Because we had 24 consorts present, we were permitted to have lunch in the spectacular Court Room which is rarely used for this type of event - so this made it extra special. Searcys provided a delicious lunch and the atmosphere was beautifully relaxed, allowing us to pick up with old friends and meet some new ones. This, to me as a consort, is the Distillers at its best.

My clever Mum had helped make small tweed bags filled with lavender as a wee keepsake for all our guests. If you missed out, I am sure during this extended and very 'dry' period of lockdown

in Scotland, I could make some more!!! A massive thank you to Kim for organising the event so well, and to Steve Marcham in being so generous with his time and with the venue.

After the event, as is tradition, we headed over to Girdlers' Hall to meet up with those attending the Livery Luncheon and a really nice moment afterwards was meeting Andy Parsons, the Piper from London Scottish. My grandfather served in the London Scottish Regiment based here and their affiliate in Calcutta, India. A wonderful day.

Kathy MacKay
Mistress 2019 -2020



Highlights of an extraordinary year in the life of the Distillers' Charity

In the wake of the pandemic, inequality is once again on the rise with increases in poverty already evidenced. Those at the bottom of the pyramid are suffering particularly hard from the pressures that lockdown has had on families, including children's loss of education and the effects on people's mental health and general wellbeing.

Against this backdrop the Distillers' Charity has responded with speed, passion and solidarity supporting the common good and helping those in need. We were able to deliver \$205,000 in grants during the period, a four-fold increase on the previous year. None of this would have been possible without a huge team effort led by the Master. The Distillers' 500

charitable bike-ride culminated with the Master and his successful team being welcomed in person by the Lord Mayor at Mansion House to present a cheque for \$20,000 to the Lord Mayor's Appeal. This year's exceptional fundraising efforts raised \$136,000 in unbudgeted income which, supplemented by the annual donations from

Livery members, was a living demonstration of the collective commitment of members towards giving back.

The Charity Committee is grateful to everyone who has supported this work helping in so many different ways to make a difference. Thank you.

Grant Gordon,
Chairman, Charity Committee



Emergency Charity Auction
supporting

THE
DRINKS TRUST
EST. 1884

HELP YOUR TRADE

In association with the Whisky Auction



FACING PAGE
BOTTOM LEFT:
Dr Dawn Maskell
Heriot Watt. Left
Gerry Avis IBD. Ian
Harris MBE-WSET

The Drinks Trust

Since March 2020 and the beginning of the lockdown period, the Drinks Trust has focused on delivering support to those in the hospitality industries who have suffered, targeting the members of our trade who are most vulnerable.

Assisted by a big outpouring of support from the industry, with more \$1.75 million in corporate donations and other fundraising, the Drinks Trust has to date in 2020:

- Provided a one-off financial grant, via the Drinks Trust Emergency

Fund, of \$250 to 1,950 beneficiaries who face hardship and loss of earnings, with 29 being the average age of the beneficiaries.

- Launched a second emergency grant initiative in October, directed particularly towards those who have been made redundant in the last four months, which will target delivering in excess of 1,000 further grants.

The Distillers' Charity, supported by the generosity and great effort of Livery members, increased its

support initially though a \$50,000 grant towards the Drinks Trust Emergency Fund in Spring 2020. That was followed in June by raising more than \$60,000 in the emergency online auction, kindly assisted by Whisky Auction.

The Distillers' Charity's combined grant of more than \$110,000 to the Drinks Trust this year has supported: 140 Covid-19 relief grants of \$250 each; an onward grant to the Ben in Scotland of \$20,000 to deliver emergency grants to people

north of the border who have lost their income as a result of Covid-19; 180 grants to existing Drinks Trust beneficiaries; and the delivery of 65 sleep and insomnia treatments.

The strength of commitment by the Distillers' Charity has thus played a key role in enabling the Drinks Trust to deliver vital support to help people in our industry during this time of exceptional need.

Upper Warden Chris Porter
Charity Committee

Alcohol Education Trust

The AET's work is with children with additional learning needs or at higher risk of alcohol related harms. The most vulnerable children in society are shown to be more likely to face addiction or problematic drinking as they get older. This includes children who grow up in care, have faced adverse child experiences (ACE) or live in the highest areas of deprivation.

Through the support of the Distillers' Charity the AET have been able to support these young people throughout the pandemic in settings such as children's homes, schools, special schools and PRUs. AET developed a toolkit, including a DVD of true-

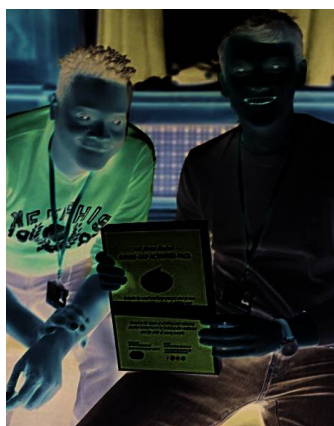
life films, discussion prompt cards and fact sheets, as well as offered workshops that could be used on a one to one basis or for small groups outside of school settings.

For children aged 16 and above, the AET works with young people directly and has held awareness sessions for police and fire cadets, Youth Commission members, sixth form colleges, Prince's Trust students and Young Farmers. It is known that those who the children know and trust are more effective, if trained, to influence their behaviour, hence adopting a "train the trainer" approach. Training is supplied to staff to ensure they know how best to implement the resources to support young people and prevent alcohol related harm.

In spite of the pandemic, AET has delivered help to more settings around the country than ever before. It has:

- Supported a total of 10,000 vulnerable youngsters;
- Distributed 282 packs of resources to 212 different settings; and
- Built a significant momentum and platform for AET Scotland.

Helena Conibear
CEO, Alcohol Education Trust



FUTURE

The Barking & Dagenham Future Youth Zone

Future – Youth Zone for young people in Barking and Dagenham has been busier and needed more than ever during the coronavirus pandemic. The centre remained open but with strict Covid-19 measures in place, and Future increased its presence in the community by visiting the young and vulnerable people it supports.

CEO Gavin Evans said: "The interaction between local young people, their parents and families has grown and become more important than ever since the initial lockdown. Future's activities and visits by our volunteers into the community have led to an even wider mix of people now interacting and engaging with each other via Future's work."

Gavin Evans also highlighted the importance of the support that the Distillers' Company, as

a founder patron, has helped provide and the resulting impact. Some of the activities that support from funders has helped provide to young people, and particularly during these extraordinary times, include:

- 176 monthly visits made, on average, by Future volunteers to people with additional needs.
- Becoming a food distribution centre for other trusted partners to support the wider community during the Covid-19 crisis.
- Delivering nearly 300 food packages and medication supplies to vulnerable residents.
- A performance by a Future Zone dance troop at the Lord Mayor's Appeal.

Gavin Evans
CEO Barking &
Dagenham Future Youth Zone



A new and exciting education programme for the Livery

The hospitality industry crisis of Covid-19 has brought the historic role of the Worshipful Company into sharp relief in 2020, in many ways. Alongside heroic fundraising initiatives, significant work has been quietly running to boost the Livery's efforts to help trade colleagues by giving

the means for individuals to develop themselves through training and education. In every respect, therefore, the newly formed Vocational Training and Education Committee (VTEC) that I chair has had an exceptionally busy 2020, building a raft of new ideas to meet this challenge. Our aim in this work is to inspire existing and new generations of distillers and industry aspirants to achieve the highest standards of distilling practice and management in four ways:

- Bursaries for those starting or progressing a career in distilled spirits.
- Scholarships and prizes to help the rising stars to go on to further study and reward top achievement.
- Mentoring to build trusting relationships and accelerate progress through contacts and opportunities.
- Getting involved in worthwhile City and Livery initiatives, such as becoming a governor of a school with Livery connections.

We are very fortunate to have world-class qualification partners to work with, namely: the ICB at Heriot-Watt University, with its MSc in Brewing and Distilling; the IBD in London, which now has three tiers of courses - the highest level being the first Certified Master Distiller; and the WSET, which excels in the appreciation and understanding of wine and spirits, now with a highly regarded level three in spirits - and more to come.

We are upping our game with all of them – more bursaries, better scholarships and, most importantly, much more engagement. We want every one of our students to have a contact or mentor in the Livery, so that we can bring our much-vaunted - but very real - experience, energy and passion for spirits to encourage and support their progress. By popular request we are designing a new module to bring to life the "business of spirits", teaching the fundamentals of marketing spirits and bringing teams together with a

common language. We want to attract talent residing in all communities and so are aiming to make our awards and offerings particularly attractive to minority groups who may not have applied before.

How are we doing this? Well, for starters, the Distillers' Charity is upping our funding by a factor of three in the first year of our new plans. To show we mean business, we have also established a new team to drive things forward, composed of seven experts in fields ranging from communications and marketing, to City and industry affairs, to mentoring. And that is where you come in (we hope!). The response from volunteers within the Livery to assist these endeavours has been impressive and heartening. You will enjoy any input you can give, and we know that the students will really benefit. If you have not already got in touch, please contact the development director Clive Bairsto.

Richard Watling
Past Master



Alejandro Aspuro *winner of the WCD MSc scholarship at ICBT Heriot-Watt University*

Alejandro's spirit career began as an educator and consultant of agave spirits – working with local producers, imparting masterclasses on mezcal throughout Mexico, the USA and Europe, curating spirit menus and private collections, and co-founding a company dedicated to spirits education. Guided by curiosity and a need for explanations, he came to Scotland to do a diploma in spirits with the Institute of Brewing and Distilling and returned a couple years later to do an MSc in Brewing and Distilling at Heriot-Watt University (HWU). Drawing from his experience in agave spirits and the studies at HWU, he is currently developing projects which revolve around natural fermentations, non-saccharomyces yeasts and parallel fermentations.

Editor



Digital solutions boost WSET numbers

Following the biggest graduation ceremony in WSET's history in January, the world of wine and spirit education collapsed as Covid-19 spread across the globe. From mid-March, 90 per cent of WSET's classroom-based courses and examinations were cancelled in all four corners of the world, and the response was to switch the focus to digital options: a new and improved online classroom; the introduction of examinations using 'remote invigilation'; and finally, e-books. All these initiatives had been planned for introduction by the end of 2020, but the pandemic meant that they had to be fast-tracked – and so WSET now has an end-to-end digital solution

so students don't need to leave the comfort of their own homes to achieve a WSET qualification.

As well as being a lifeline during lockdown, this will also open up huge opportunities for markets like USA once the world returns to normality.

This new digital solution to taking a WSET qualification also gave us the opportunity to help many people who were in danger of losing their jobs because of the impact on the global hospitality industry, caused by Covid-19.

We kicked off the first charitable initiative in May, thanks to funding by Pernod Ricard UK, aimed at the London hospitality sector; this initiative snow-balled into similar

initiatives in Canada, USA, Sweden, Australia and Hong Kong. As a result, many hundreds of people have taken a WSET spirits course where otherwise they would not have been able to and have gained an accredited WSET qualification which will help them to gain employment as the hospitality sector continues to struggle during the pandemic.

Hot off the press, the latest Covid-19 restrictions have prompted a new WSET charitable initiative, 'Raising Scottish Spirits', which has been generously supported by many members of the Worshipful Company of Distillers and their businesses. WSET and the recipients across Scotland who will benefit from

this generosity thank all who have responded to the call.

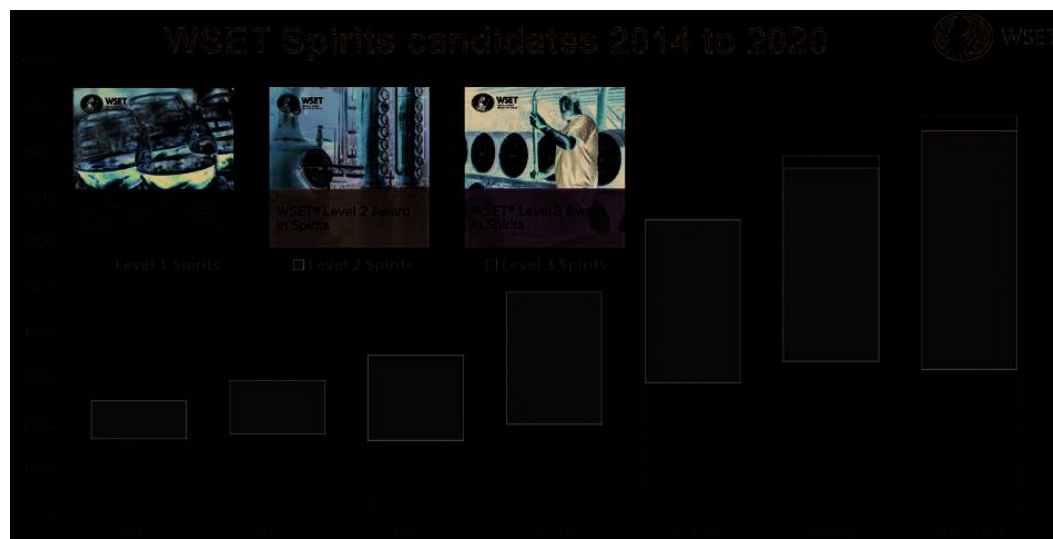
The 'Raising Scottish Spirits' initiative will enable up to 90 Scottish hospitality staff who have either lost their jobs or are suffering due to the current crisis to take an online WSET level two award in spirits, increasing their industry knowledge and skills for when they re-join the workforce.

And, even hotter off the press, WSET is planning a similar initiative for the hospitality sector in Liverpool.

In the year ending 31 July 2020, the overall number of WSET students declined – for the first time in 18 years – but only by 11 per cent. This could have been much worse without the dedication of the great team at WSET.

But, for spirits, there is a much better picture. The number of people who took a WSET spirits course last year has actually increased compared to the previous year, showing continual growth in the number of students taking WSET's spirits qualifications. The development of the first spirits-only WSET course was originally funded by the Worshipful Company of Distillers back in 2003, so you should all feel very proud of how WSET (of which WCD was one of the 'founding fathers' back in 1969) is using the power of education to make a tangible difference to people's lives, and to the industry in which we work.

Ian Harris MBE
CEO, WSET



New Livery Badges for Past Masters and Mistresses

Following a Court decision earlier this year, the Company has launched newly designed personal Livery badges for Past Masters and Past Mistresses. These two badges have been designed and overseen by Her Majesty's crown jeweller in the central London workshop of our corporate associate member, Mappin and Webb. They have been cast in London hallmarked sterling silver with a raised Distillers' coat of arms – each badge being personalised with the name of the Past Master or Past Mistress and their dates in office. Whilst the Past Master's personal badge will be worn as a neck decoration in lieu of the current Liveryman's badge (with Past Master's ribbon), the Past Mistress' badge is a completely new concept. It has been specifically designed, in both

size and weight, to allow it to be worn as either a chain pendant or as a brooch, in order to give maximum flexibility.

Past Master David Raines



Mappin & Webb

LONDON



The Past Masters' Committee

I suspect that very few Liverymen are aware of the Past Masters' Committee (PMC), and even those who are often wonder who we are and what we actually do – especially as we are the only committee that reports directly to the Court. That said, we are very much an integral part of the Company management structure but with a degree of independence to carry out our primary role of identifying those who might be willing recruits to become Stewards initially (three each year), and from thence as possible candidates to join the Court, progress

as a Warden and aspire ultimately to be our Master.

The committee consists of the Father of the Court, Charles Minoprio, and up to seven other Past Masters who have already led the Company in recent years and are therefore ideally suited to provide continuity from a broad corporate memory. This proves invaluable with our other roles of advising on any matters referred to us by the Court, providing a sounding board for the Company to give feedback to the Court and making suggestions on matters relevant to the Company.

One of these matters is the need

to recommend distinguished people from both outside and inside the Company for honorary membership. In recent years those have included Lord Robertson of Port Ellen, Lord McFall of Alcluith and Alderman Vincent Keaveny from outside the Company, and from inside, Nicholas Cook, director general of the Gin Guild and Ian Harris, CEO of the Wine and Spirit Educational Trust (WSET). We are certainly not a closed shop and are always open to suggestions and welcome proposals for consideration at our six-monthly meetings.

Past Master DNV Churton

'Chairman, Past Masters' Committee



Industry Committee Report

The Covid-19 pandemic has driven many good initiatives of late. It has certainly meant that the WCD has had to take a long hard look at its modus operandi. Perhaps the catalyst for this was the fact that, over recent years, the Industry Committee rapidly evolved into a committee whose work mirrored and duplicated that of the M&W Committee, often with the same people on both.

Therefore, the recent management review of the WCD has resulted in renaming us as the Industry and

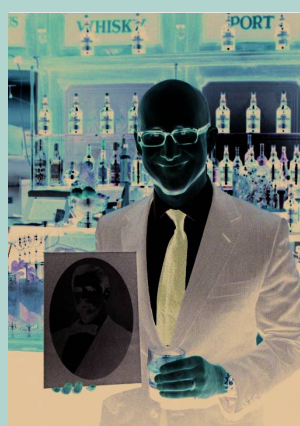
Membership Committee. The main purpose for this is to have a much tighter focus on recruitment of members from the spirits industry (both individual and corporate) and from within the City of London. Also, once members have joined, the new task of the committee is to ensure it delivers the needs, wants and expectations of new and existing Liverymen and feeds back to the M&W Committee, which will become the executive branch of the Livery.

The newly repurposed committee also has a new chair at the helm,

namely Steward Trevor Stirling - who took over from me in October. Trevor is very well connected and respected in the spirits industry, having worked as a management consultant with McKinsey, Diageo – Guinness Ireland - and, more recently, as a senior analyst at Bernstein Research. Trevor's experience will help ensure we achieve our ambitions with vitality and purpose. Welcome, Trevor!

Lorne Mackillop

Outgoing Chairman, Industry and Membership Committee



G. Garvin Brown IV is the Chairman of Brown-Forman Corp. (NYSE: BFB), founded by his great, great grandfather George Garvin Brown in 1870, distillers of Jack Daniel's Tennessee Whiskey. Garvin began his employment at Brown-Forman in 1996 in field sales in New York. Since that time, he has held corporate roles in Louisville, Kentucky and operating roles in Europe. He joined the Board in 2006 as a Director and has served as its Chairman since 2007. Garvin was raised in Montreal, Canada, and is a graduate of McGill University, the University of British Columbia and London Business School. He resides in London, England with his wife, Steffanie, and their two children.

The Distillate Interview with Garvin Brown

The Chairman of the Board of Directors – Brown-Forman Corporation

What were your feelings on joining the Court of the Livery?

Joining the Livery, and the now the Court, has been a wonderful way to dovetail work with my adopted home. I can't imagine how I would have otherwise been able to meet such a broad range of people from our Industry, and from all parts of the country. It's also showing itself to be a help to Brown-Forman's local operations, where conversations have begun with the Livery on the topic of vocational training.

On a more personal level, as a Canadian-American who's made the United Kingdom home, the Livery helps embed me more into the fabric of life here. Even some of my cousins from Kentucky and Tennessee have begun to enjoy having a London Livery event on their calendar, letting them make connections across the ocean with greater ease. Over the coming years, I certainly hope that I can help the Livery - and the City of London - leverage its heritage and

human capital to an even larger global audience.

2020 is your company's 150th anniversary, and of course has been a tumultuous year otherwise. How has it affected your business?

There is nothing inevitable about a company's ability to survive, thrive and remain independent for 150 years. Yes, Brown-Forman has been fortunate to find itself in a compelling industry and to have grown up in the world's largest and most dynamic economy, but the company has also made deliberate choices about brands, people, investment and governance. When those decisions are held together with good judgment, the result is what we call our "culture." And while none of us could have foreseen what sort of year 2020 would be, it has actually given our teams a truly unique opportunity to demonstrate the strength of that culture, bringing it to life with resilience and agility – pivoting to different parts of the portfolio and adapting new ways of

working together.

Digging more into the detail, obviously COVID-19 continues to be hugely negative for the hospitality industry, which represents approximately 20% of our business globally. Above all, it is a human tragedy for our friends and partners in this part of our industry, making charitable efforts like the Livery's work with the trade even more valuable. More strategically, the pandemic has also accelerated a number of macro consumer trends that were already underway - trends like premiumization, and the shift to eCommerce and convenience.

In the 14 years that I've been on our Board, I'm pleased to say that we've made real progress at getting our portfolio ready for these trends. We've disposed of non-core, lower growth, lower margin businesses, such as: Lenox China, Hartmann luggage, most of our wine brands, Southern Comfort, Early Times and Canadian Mist. And simultaneously, we've innovated at the Jack Daniel's family of brands, launching line

extensions like Tennessee Honey and Tennessee Apple (attracting new consumers to the brand and to the global whiskey category, a benefit for all those who prize aged spirits); and focused more creative energy behind our ready-to-drink offerings in Australia, Germany, the U.K., Mexico, the United States and other markets. At the super-premium end, we've invested behind Woodford Reserve - which is now more than a million cases and into its 10th year of 20% growth - repositioned Casa Herradura to great effect, reinvented our founding brand, Old Forester (under the leadership of my brother and fellow board member, Campbell P. Brown) and acquired new super premium brands like Slane Irish Whiskey and the BenRiach portfolio of single malts.

Could you elaborate on your Diversity & Inclusion work, the part of your culture that seems to be getting more focus lately?

At B-F, our stated ambition comes from a phrase that my great-great grandfather wrote for Old Forester, that there would be "Nothing Better in the Market." Today, the phrase is an ambition meaning that we are always working to make our company better, which translates to having the best people and the best culture. Diversity and Inclusion are key factors in working towards this.

The business case is obvious. Diverse perspectives lead to more creativity and better solutions, brand building and teamwork. It also helps us be more in touch with diverse consumers, attract and retain diverse talent and be reflective of a diverse society. It gives us a competitive advantage when we get this right.

We focused more on the importance of diversity in the early 2000s, which coincided with the international expansion and globalization of Brown-Forman. In 2007, we hired Ralph de Chabert as our Chief Diversity Officer, helping put us on a course that examined every aspect of our organization - our culture, our strategy, our employee benefits and policies, our hiring practices and, most importantly, ourselves - and what we needed to do to change and grow.

Just over a year ago the company published "Many Spirits One Brown-Forman", a comprehensive ten-year strategy for achieving ambitious quantitative goals around race and gender. It lays out key priorities to



help us achieve our 2030 ambitions for representation among women and people of colour in the U.S.

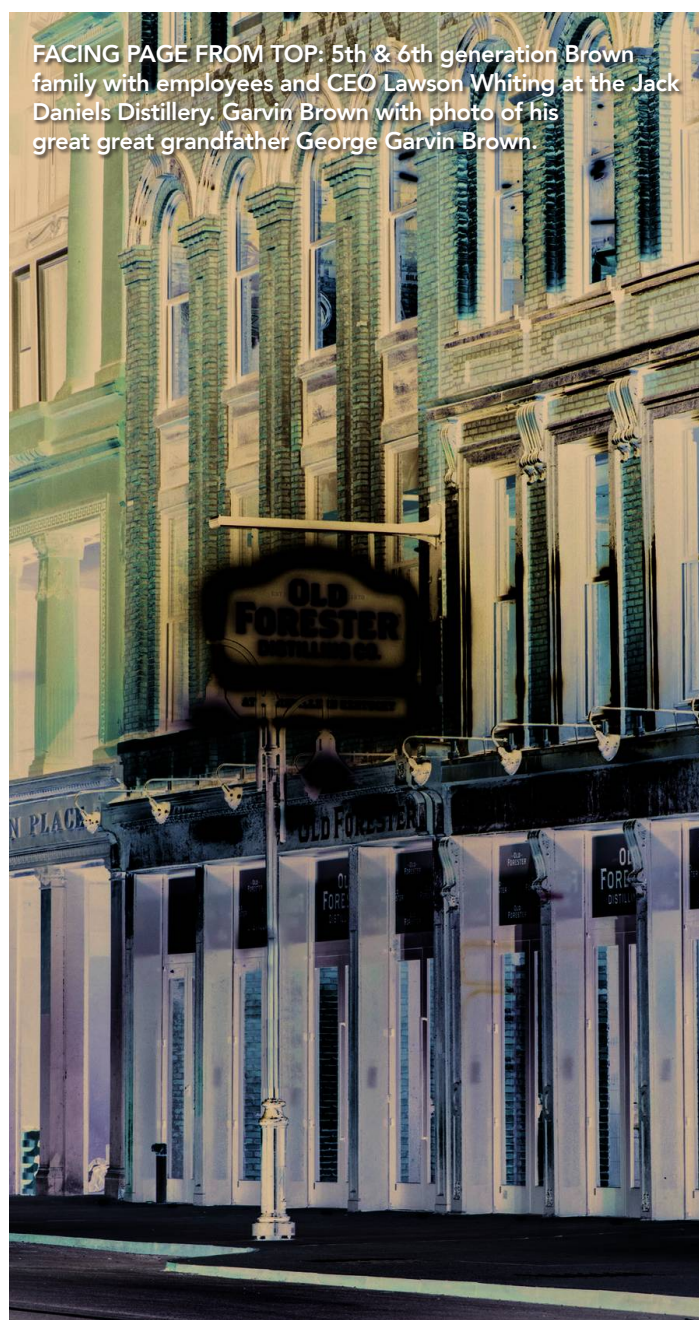
More recently, given the movement for racial justice and equality, we have adopted new commitments under the umbrella of "Be Better and Do Better". This phrase is not unique to Brown-Forman, but does ladder up to our ambition of "Nothing Better in the Market". It lays out commitments and actions on how we can get better as individuals, leaders, as a Louisville company and as a global company, through our brands and in our industry. It also emphasises the role we need to play as a corporate citizen in our neighbourhood in Louisville, Kentucky, the location of our headquarters.

To wrap up, any surprising trends that you are witnessing in the drinks trade?

Three letters: R, T, and D ("ready-to-drink"). Hard seltzer has taken this trend and put it on a rocket ship. There's even a global shortage of aluminium cans. For us, it was nearly 30 years ago that we launched Jack Daniel's Country Cocktails in the U.S. Since that time we have been building RTDs in many markets around the world, with Jack Daniel's RTDs at now over 10 million cases, a material number.

Our other large RTD business is our tequila-based New Mix RTDs in Mexico, which is over 7 million cases. This business is also doing well in this environment. And we just acquired a small but exciting brand in New Zealand called Part Time Rangers, with plans to expand it to Australia which is one of the largest RTD markets in the world.

FACING PAGE FROM TOP: 5th & 6th generation Brown family with employees and CEO Lawson Whiting at the Jack Daniels Distillery. Garvin Brown with photo of his great great grandfather George Garvin Brown.



Spirit & Wine Committee "Lost for words"

It is not often that I am lost for words, but the past year has been a bit of a non-event for the S&W Committee - with functions cancelled, stocks remaining unused and little happening in the industry regarding tastings etc. We do, however, remain in good spirits!

We have recently tasted samples from our stocks of wines and can confirm that all are in excellent

condition awaiting use hopefully over the next 12 months, when we will all be able to get together again and enjoy vinous and spirituous delights.

We are also in discussion about forming a Distillers' Wine Club using the good offices of Davy's - it's early days, yet but watch this space!

Past Master Allan Cheesman
Chairman of the Spirits & Wine Committee



The Scottish Committee

Congratulations to Liveryman Richard Forsyth, chairman of Forsyth's Coppersmiths, who was made an OBE for services to the distillation and oil and gas industries, and also the community in Speyside Scottish Highlands, in the recent Queen's Birthday Honours List.

Ken Robertson, an Honorary Steward, will step down from the committee at our December meeting. Ken was part of the original committee when it was formed in 2014 and became the liaison link between the Livery and the RAF's 603 Squadron, which now occupies the former Sandeman (Vat 69 Whisky) family mansion on

Learmonth Terrace, Edinburgh. That the relationship is so strong today is largely due to Ken's relationship with serving officers and, in particular, with Squadron Leader (and Liveryman) Jerry Riley. So, our thanks Ken and all good wishes for the future with your distilling interests.

It is hoped that next year's Livery dinner will take place at the Signet Library on Thursday 9th September. Scottish Golf Day will be held at Bruntsfield Links Golfing Society course the following day.

Past Master Brian Morrison
Chairman, Scottish Committee

Marketing Committee Report

What an amazing year this has been in so many respects. Covid-19 has provided our team with extra challenges, but it has also given us a wonderful opportunity to think more creatively about how we engage with our Liverymen and raise our game. We now have new terms of reference, which means that we work with the other committees cross-functionally to help them with their messaging. This is working very well, especially with the Charity Committee and the new Vocational Training and Education project.

We now have a new team of people to steer the agenda: Chris Searle, Andrew Cox, Aaron Jeewood, Clive Bairsto, Donna Bowers from Domabo marketing and Kim Lyons, without whose energy none of our work would happen. Thank you for all your hard work and contributions.

With a new website and four social media platforms - Facebook, LinkedIn, Instagram and Twitter - in place, it was decided that we should include a fifth platform: a Livery YouTube channel, primarily to deliver more engaging messaging to our Liverymen

Website redesign

The redesign of the website commenced prior to the onset of the virus, but the perceived impact of this led to a more fundamental review about how we should communicate and engage with our members.

Improved navigation, a search facility, a newsroom area for reporting current activities and a downloadable photo gallery are new features, and we revitalised other areas with modernising copy.

Behind the members' login, we are offering members a number of promotional offers from our companies with clear connections to our Livery.

The website links to our new social media platforms, YouTube, Facebook, Twitter and Instagram, and we launched our own branded LinkedIn

channel to reach our business community.

We have 193 out of 273 registered users, but only 80 completed the member profile and are on the "Find a member" section, so we continue to encourage all members to complete both areas.

We increased our data base membership by promoting sign-ups with a free prize draw and a Master's Cask bottle was won by both John Barnes and Edward Bates.

We continue to carry industry news provided by JustDrinks.com and www.thedrinksreport.com and, with more content being generated in our virtual world, please continue to check in regularly. Any feedback is gratefully received!

Middle Warden Chris Searle

The Gin Guild

It's been a challenging year for all of us. Several of our Gin Guild members started to produce hand sanitisers during the original lockdown, which of course was welcomed by the government and country.

A virtual Ginposium was held during the Summer, the speakers recorded their talks from home and David Smith led a panel of tasters to try a number of new gins. The Ginposium worked very successfully, and a post event Zoom meeting was held in the evening. Members can continue to view the Ginposium via the website. A second virtual Ginposium is planned for this November.

The Gin Guild has also developed a new relationship with Trading Standards in both Buckinghamshire and Surrey, being the body which has primary authority to prevent non-compliant products from using the gin category name. Two gins have already been withdrawn as a result of



this combined action. We will continue to protect our gin category, protect consumers and protect our members and trade.

Please see our website for more details of events and news: www.theginguild.com

Nicholas Cook
Director General - The Gin Guild

and to a wider audience, especially as so many events of the Livery year had to be cancelled. YouTube is the second most popular media platform in the world, with more than 1.9 billion users (let's get a bit of that, please!).

Our first video was the Master's bike ride, followed by the Master's interview. By the time you read this, will we have broadcasted a video about the Master Elect. That just leaves our Christmas cocktail video. YouTube has been a steep learning curve for all of us, but we are getting there!

We have an exciting programme for 2021, so watch this space. Now a plea. A huge amount of work went into the development of our new website and it is still the best place to find out what is going on in the Livery. We also have a members' login section where you can register your contact details, so other Liverymen can get in contact with you. Please sign up and use this facility; it makes the Livery go-round, if you know what I mean.

Paul Finch
Chairman, Marketing Committee

The rotten virus does not get in the way of induction

Unlike last year, when we were able to attend the Jenever Festival on a glorious autumn weekend in Schiedam with our friends from the Guild, this year it all had to be virtual. Not to let a rotten virus get in the way of our get-together, a digital connection took us straight to the Mayor's house where the induction ceremony for new "knights" was taking place. Miraculously, the

Master - albeit in Auchterarder - was there in his full Highland dress ready to be knighted with the noble support of the Mistress as they replicated the ceremony on screen, dubbed on both shoulders using his Sgian Dubh instead of the fearsome sword used in Holland!

The other British knights, PMs Raines, Watling and Riley, provided the toast with suitable cocktails of

jenever or malt whisky. In Gascony, France - and by the miracle of electronics - another Liveryman appeared on our screen: our very own Amanda Garnham from the Armagnac Bureau, simultaneously receiving the knighthood and the sustainable wooden badge worn with pride. While the main party continued with their reception, we were able to enjoy our online party to

celebrate their new status and plan our Christmas event featuring a set of regional Boilermakers - the jenever and local beer signature cocktail of the category. It would take a lot to let the present restrictions get the better of this great connection and we are determined to carry on as close to normal as we can. Cheers, Slainte and Prost!

Past Master Richard Watling



Pickering's Gin

The arrival of Covid-19 earlier this year and its impact on the supply chain for cleaning agents such as hand sanitiser brought distillers across the UK into the fight against the virus. Distillers large and small responded rapidly and effectively to the challenge and played a vital role in maintaining supplies of hand sanitiser to the health service, public and voluntary bodies, community groups and businesses.

The experience of the team at Edinburgh's Summerhall Distillery, home of Pickering's Gin, offers an insight. Since starting up in 2013, Pickering's has established a presence in a range of outlets including global travel and the vessels of leading cruise line operators.

As international tourism and business travel closed down, the impact on the company's sales was almost immediate. "Virtually overnight we lost 95 per cent of our business," said Pickering's co-founder and head distiller Matt Gammell.

With potential closure looming, a frightened public's sudden descent on the nation's stocks of hand sanitiser provided an unexpected and unusual lifeline for the team at Summerhall. The distillery's first batches of sanitiser were free to



local community organisations and good causes but, as demand increased, the distillery produced its subsequent output at cost, just covering ethanol supplies and the labour of those employees not on the government's furlough scheme. Pickering's rapidly went through the 80,000 small 100ml spray bottles they had imported for sanitiser, before moving on to five and ten-litre drums. "For three months our entire capacity was turned over to hand sanitiser," said Matt. "That was all we made."

An early customer for the team was 603 (City of Edinburgh) Squadron. Unable to source sufficient supplies within the RAF, the Squadron sought help from the Livery's Scottish Committee.

One call to Summerhall Distillery solved 603's supply problem and led to a much larger order from RAF Lossiemouth, one of two RAF Quick Reaction Alert stations tasked with protecting UK airspace.

The Pickering's team went on to supply diverse organisations and businesses including the British Army, the RNLI, the Scottish Prisons Service, the SPCA, Transport for London - as they re-opened to the public - and Scottish Water, which was not considered a front-line service and was therefore ineligible for government-supplied sanitiser, despite its vital role in maintaining water supplies to hospitals and other key facilities.

As the formal manufacturers built up sanitiser stocks and public demand eased, the Pickering's team were able to start putting their business back together and, happily, they are now supplying supermarkets again and working on stocks for the festive season. The distillery still holds supplies of sanitiser and, with a potential second wave of the virus imminent, Matt and the team are planning the distilling schedules accordingly.

"Obviously we all hope it won't be needed again, but we can supply sanitiser if the demand is there. We can only hope it won't turn out that way. We would much rather be making great gin."

Matt Gammell

Co-founder and head distiller

FACING PAGE LEFT:
David Hunter.
Allan Cheesman.
Terry Barr
ABOVE: The
Induction ceremony.

Master & Wardens Inspect Hayman's Gin Distillery

The Master and Wardens recently inspected Hayman's London Gin Distillery based in Balham, supported by a good number of Liverymen. You may recall that it was Past Master Christopher Hayman who brought back a chapter of our historical right to inspect and check the quality of London Gin Distilleries. It was now his family's turn for their distillery to be inspected by the Master.

All were given a tour of the distillery including a brief talk on the history of gin, the family gin connection which dates back to 1863 and an opportunity to learn about the botanicals used, followed by a tasting of the various Hayman's gins.

After very careful and deep consideration by the Master and Wardens, Christopher, Miranda and James Hayman were informed by

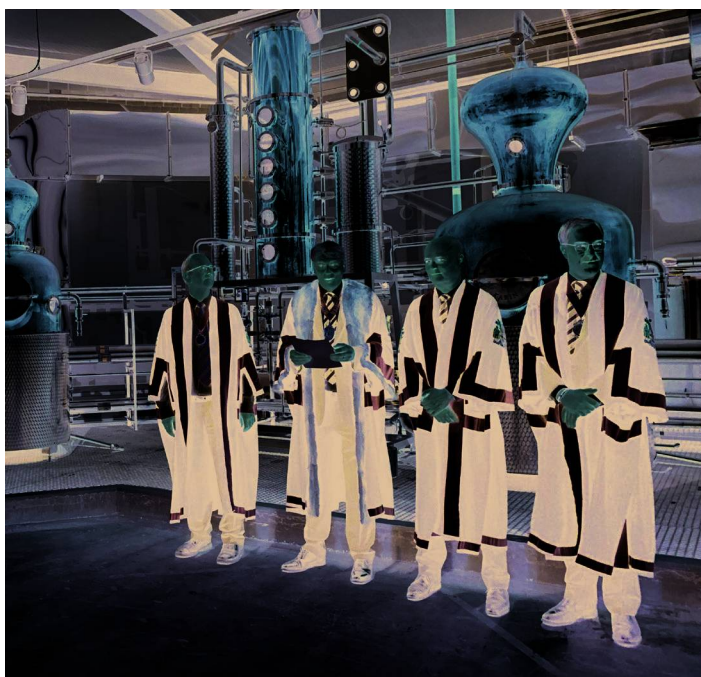
the Master that the distillery met the Company's expectations and more. The Master then presented them with a certificate of approval. Afterwards, everyone returned to the balcony bar to celebrate this success, enjoying either a Martinez or Hayman's gin and tonic.

It was all good fun and, at the same time, educational.

If you would like to visit Hayman's

Distillery you would be made very welcome. It is well worth a visit, with a good number of tours and experiences every week, all detailed on the Hayman's of London website. Given the current Covid-19 restrictions, please do check beforehand to find out the latest details: www.haymansgin.com/tours

The Editor (This event occurred in 2019 before Covid – 19)



CLOCKWISE FROM TOP LEFT: Master & Wardens. Past Master Martin Riley & Christopher Hayman. The inspection party with Miranda and James Hayman.

A View from the City

Covid-19 has unsurprisingly dominated discourse in the City this year. The word "unprecedented" has been much overused. However, the fallout from the pandemic has been the biggest shock to the global drinks industry since US Prohibition – hopefully not as deep and prolonged as that 14-year period (January 1920 to December 1933), but truly global in its scope, nevertheless.

Across the world, we have seen compulsory closures of bars, restaurants and night clubs, typically lasting at least three months. Where re-opening has been permitted, it's often been with strict social distancing, early closing and reduced capacity. Furthermore, we have seen complete bans on the production and sale of alcohol for months at a time in India, South Africa and parts of Latin America.

The financial impact on the alcohol industry has been brutal in the first six months of this year. Underlying sales for the major European spirits companies in H1 were down by between 11 per cent for Campari and 29 per cent for Rémy Cointreau. The impact in Q2 was even worse than in Q1, with Pernod Ricard sales down 29 per cent in the quarter and Rémy Cointreau down by one-third (33 per cent).

And it gets worse. Because of the impact of operating leverage on fixed costs and the relatively high profitability of the on-trade channel, the impact on operating profit was even more significant. Pernod Ricard's underlying operating profit in H1 almost halved (-46 per cent) and Diageo was not far behind at -43 per cent. The companies are about to report Q3 results, which should be better sequentially; however, we are likely to continue to see significant year-on-year declines.

The silver lining is that the off-trade

has been surprisingly resilient, most notably in the United States, where it has virtually fully compensated for the lost on-trade volumes. This has confounded former norms. In previous periods, when US consumption moved from away-from-home to at-home, total alcohol consumption fell, beer gained share and consumers traded down. This time round, alcohol consumption is broadly stable, spirits has gained share and consumers have traded up. Why so? At its core, the impact of Covid-19 is very different from the typical recession. White collar workers working from home actually have higher disposable income, some of which they are spending on better drink, and they are spending some of their saved commuting time making cocktails at home.

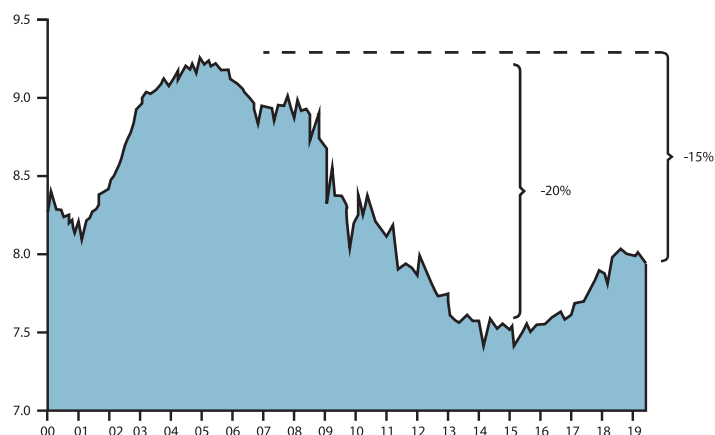
All in all, Q3 should definitely be less bad than Q2, but with a second wave of on-trade restrictions rolling across Western Europe, we will likely have to wait for broadscale vaccination to be in place before we return to near normality. That said, braver souls are already starting to look beyond vaccination to assess what may or may not have changed for good and hence how to position themselves for the long term. The pandemic has clearly accelerated the adoption of e-commerce and home delivery and, in the USA at least, home cocktails are likely here to stay. But which parts of the industry might be impaired in the mid to long term? We see three broad areas of concern.

Nightclubs are likely to be the last sector of the on-trade to reopen, and likely many are teetering on the edge of bankruptcy. However, even if the operators go bust, the bricks-and-mortar venues will still be there and the number of illegal raves in the UK shows that underlying demand is still strong. So eventually the sector will re-emerge, albeit in many cases under new management.

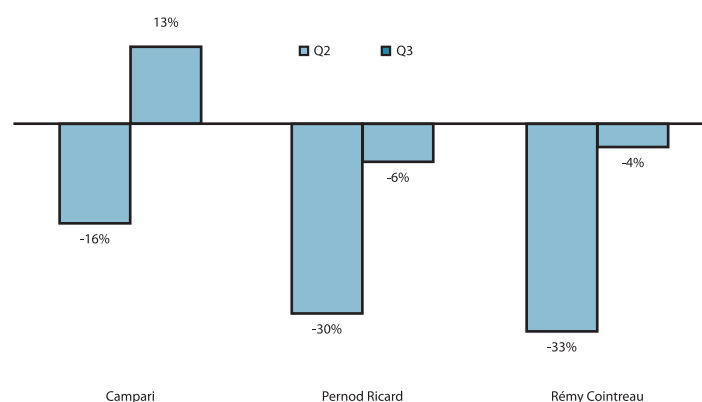
The travel retail industry has been crushed and recovery will likely be very slow. IATA is forecasting that air travel may not return to 2019 levels until 2024. Furthermore, the rapid adoption of tele-conferencing systems such as Zoom and Teams is likely to lead to a permanent reduction in business travel (warming the hearts of many CFOs). However, human curiosity and the desire to experience other cultures will likely eventually win out.

Finally, we are likely to see a permanent increase in working from home, even for a day or two per week. Before the recent wave of restrictions

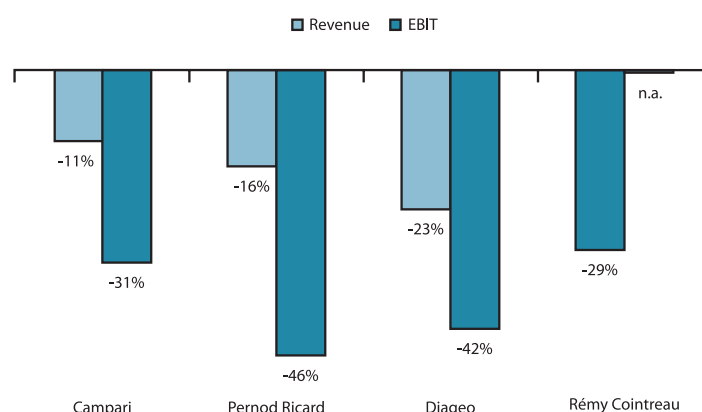
UK Consumption of Beverage Alcohol



Organic Revenue Growth



H1 2020 Organic Growth



this trend was more pronounced in the UK than other parts of Europe, maybe because of longer commutes, so it may be a more country-specific phenomenon. However, we expect that in many cities in the UK and the USA, city-centre bars are going to see a permanent reduction in footfall, not least because they are often more constrained in terms of outdoor space. Part of this lost

consumption may be offset by increased footfall in neighbourhood bars, and part by more at-home consumption. Hopefully, by the time next year's Distillate is published, we will be well into exit and the net impact will be much clearer.

Trevor Stirling

Steward and managing director, European beverages, Bernstein

Keepers of the Quaich

This has turned out to be a year in the life of the society that none of us could have anticipated. As director of the Keepers of the Quaich, my primary role is to organise two large banquets a year and publish two issues of *The Keeper* magazine. My colleague Tracy and I started in 2015 and set about organising our first banquet, and in October 2019 we delivered our ninth banquet. We were both feeling fairly confident that we were running a smoothly oiled machine as we approached 2020.

The banquet planning starts around six months in advance, so the preparation for the spring banquet was well underway by February when the management committee met, the first time we had discussed the threat that Covid-19 might pose. We initially postponed the dates until it became evident that we were not going to be able to meet our friends from all over the world at Blair Castle this year.

The need for communication has never been so important and the

community of Keepers is vibrant. In 2016 we established a website for members, reinvigorated the Facebook page and now have an Instagram account. We have worked tirelessly to keep in contact with members and now communicate through a variety of ways.

In September we recorded *The Autumn Address*, which was streamed live from the website. The chairman, Peter Prentice, delivered a powerful speech on the steps of Blair Castle ably flanked by two Atholl Highlanders. Peter introduced the audience to the new Grand Master, His Grace the Duke of Argyll, in his beautiful home at Inveraray Castle. There were greetings from the chairmen of the international chapters, as well as honorary past speakers.

In November, the winter issue of *The Keepers* will be sent to all members with news of the fifth exclusive Keepers bottling, an Aultmore from 2002.

Annabel Meikle

Director, Keepers of the Quaich



THIS PAGE TOP
TO BOTTOM:
Ed Macey-Dare.
Annabel Meikle.
His Grace The Duke
of Argyll. Shannon
Tofts. His Grace The
Duke of Argyll.

Lee Bolton Monier-Williams

Lee Bolton Monier-Williams LLP (LBMW) has been practising from its iconic offices at Number 1, The Sanctuary, Westminster since the 1850s and has been the Company's solicitors for many years. 3 successive generations of partners in the firm have been Clerk, starting with Bruce Dehn who was appointed in 1960 (Bruce also found time to be Clerk of the Tin Plate Workers, which led to his affectionate moniker in the City of "Mr Gin and Tin"). Whilst ours is the traditional Clerking model, the Distillers are the last livery company in the City to retain it.

I am Head of Employment at LBMW and took over as Clerk from Chris Hughes in 2009, ably supported by my Assistant Kim Lyons, who is employed directly by the firm (where she has worked for over 40 years, would you believe!).

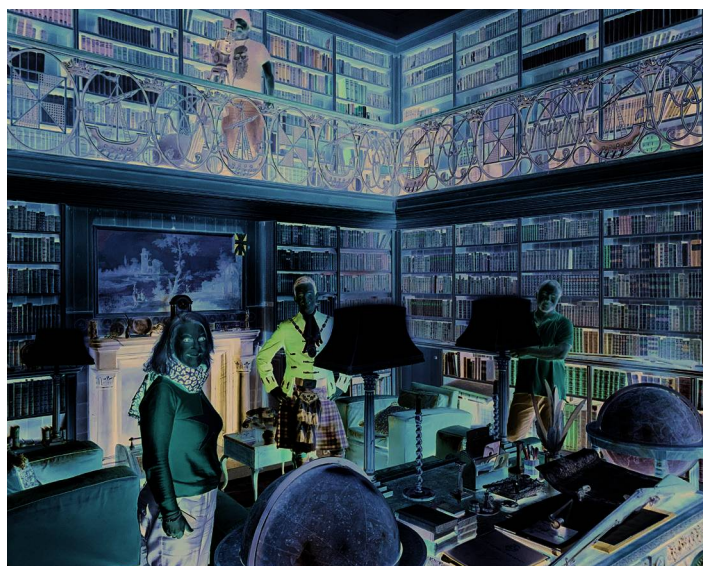
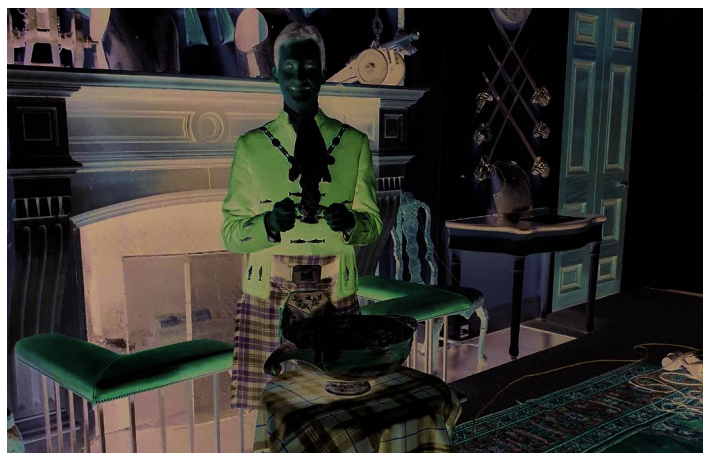
The connection between the Distillers and LBMW emanates from the Monier-Williams side of the practice and its celebrated wine trade protection work. The firm's pre-eminent position in this area was affirmed in 1960 following a legal challenge mounted by its clients Bollinger and 11 other leading champagne houses (Charles Heidsieck, Heidsieck Monopole, Krug, Lanson, Louis Roederer, Mérand, Moët & Chandon, Mumm, Perrier Jouët, Pol Roger, and Veuve Clicquot Ponsardin) in which they sought to prevent the sale of "Spanish Champagne" by Costa Brava Wine Company Ltd, which was headed up by a young Michael Gylls, Bear Grylls' father. The judge ruled that the

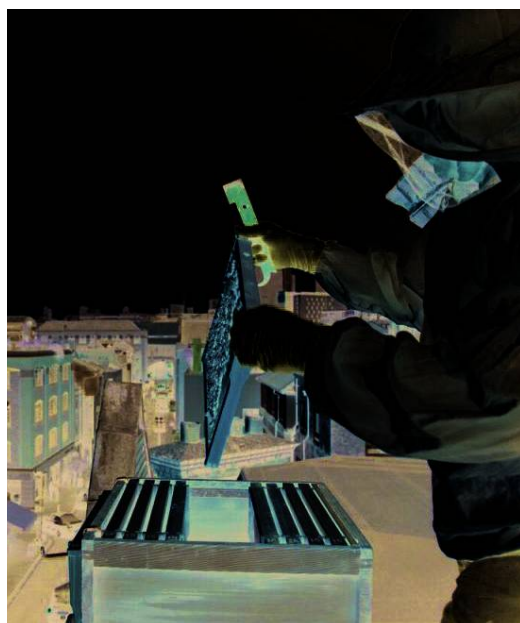
English Courts would indeed protect a collective goodwill in the business of true Champagne and that any member of that collective of Champagne traders could make this claim. He also ruled that such protection would extend to prevent damage caused by a misrepresentation without the necessity for proving that the Defendant misrepresented his goods as the goods of the Claimant. On that basis, an injunction was granted restraining Costa Brava from using the word Champagne on their product - and the law of "extended passing off" was born. He continued in the wine trade for some time and the Champenois showed their class by giving him the Taittinger Agency. He later successfully reinvented himself as an MP.)

These days, LBMW is a full-service law firm. Our private client team provides a range of legal services to executors, trustees, individuals and families. Our highly regarded charity specialists provide expert, practical and proportionate advice to third sector organisations and trustees with market leading expertise across education, international development, ecclesiastical and faith sectors. We also provide a full service to business clients, ranging from property, litigation, employment, company/commercial and IP.

For more information about the firm, please visit our website www.LBMW.com or contact me directly at emaceydare@lbmw.com or on 020 7960 7147 / 07540 704054.

Ed Macey Dare
The Learned Clerk





Pollinating London Together

Imagine living in a world without flowers, fruit, and even some botanicals like juniper. Thanks to the wonderful work of pollinators such as bees, much of the food we eat and flowers and plants we enjoy are possible. However, due to lack of greenery, life has been difficult for these pollinators in London, and that's where Pollinating London Together has stepped in.

Pollinating London Together is a collaboration across the City of London Livery Companies, initiated by the Wax Changers and the Bumblebee Conservation Trust. The Pollinating London Together

team includes professionals, influencers and business leaders who all have a shared interest in sustainability and making London a better place for our precious and essential pollinators. The team wishes to raise awareness of pollinators, the challenges facing them and educate and inspire others to take positive action for them within London.

We at the Worshipful Company of Distillers are supporting this initiative and look forward to inviting everyone to attend both the virtual events and the in-person events (when they can occur) in 2021.

In the meantime, though, there is

a lot you can do from home!

- Start buying raw honey from local beekeepers (personally, I buy honey from Bermondsey Street Bees), spread it on toast, or why not make a cocktail with it? Stir whisky and honey syrup together in an Old Fashioned (honey syrup = 2 parts honey to 1-part water) or combine a fruity whisky like Aberfeldy 12 with honey syrup and chilled chamomile tea over ice, for a refreshing take on the Highball.
- Plant for pollinators! Whatever space you have – from window boxes to patios, rooftops to

gardens – everyone can do their part. Spring is around the corner, so start planting those spring bulbs.

Over the last three years, with Aberfeldy whisky, we have been connecting bartenders and local beekeepers and planting for bees as part of our global 'Barrels and Bees' initiative. If you'd like more information on this, please do get in touch at gbell@bacardi.com.

We'd also like to thank the Lady Mayoress for her support and enthusiasm.

Georgie Bell
Liverman

Queen's Birthday Honour for Commodore James Parkin

We are delighted that one of our Liverymen, Commodore James Parkin, has been honoured in the Queen's Birthday Honours List where Her Majesty appointed him as a Commander of the Military Division of the Most Excellent Order of the British Empire (CBE). Our warmest congratulations go to James from everyone in the Worshipful Company of Distillers.

Editor



HMS Montrose

HMS Montrose leads the Royal Navy's new way of working. Its current deployment to the Middle East, which is likely to be until at least 2023, operates with two crews alternating between the ship and HMS Devonport. The initial belief was this arrangement would make our affiliation somewhat challenging. How wrong we were! We too had to adapt and make the best of the new arrangements.

Whilst Commander Charlie Collins, Commanding Officer and the starboard crew were in Bahrain protecting our trade routes, we were invited by Commander Oliver Hucker, Commanding Officer port crew, to attend an affiliates'

day on 3 March at HMS Devonport, Plymouth. More about this in the following article.

Meanwhile the ship has been conducting a pivotal overwatch to the first BP tanker in the Strait of Hormuz (MV British Listener) since the MV British Heritage incident over a year ago. It was also involved in the recent significant drugs bust of methamphetamine in the Northern Arabian Sea. The papers quoted a wholesale value, but the associated UK street value is circa £90 million. This is the largest drugs haul in the history of the Combined Maritime Force in the Middle East

Steve Wilson
Liveryman

825 NAS

Life for 825 Royal Naval Air Squadron has changed in a number of expected and also unpredictable ways during 2020. As expected, Commander Duncan Thomas left his post as Commanding Officer. Duncan is now a Liveryman and I certainly look forward to welcoming him at the next event we can all attend. He moved up to take a post at the Ministry of Defence and we all wish him well. Duncan's chair has been filled by Commander Scott Simpson, known informally as 'Stimpy'. Stimpy is a Glaswegian and has been with the Royal Navy for more than 20 years during which time he has served in a variety of roles, a career highlight being when he was seconded to work on the aerial filming of the BBC series Planet Earth and The Frozen Planet. Most recently Stimpy was Commander of 815 Squadron (the Navy's front-line Wildcat Naval Air Squadron; 825 provides training) and since both squadrons are based in Yeovilton,

he hasn't found the change to be too disruptive! Past Master David Raines, and Jenny, very kindly hosted us as we endeavoured to plan some events which will continue to drive forward the affiliation, notwithstanding Covid restrictions. Liaison Officer Lt Commander Rob Dixon also left 825. Many Liverymen will have met Rob at the banquet table when he has attended our events and yet more will be familiar with him from the links as a member of 825's golf squad, most recently at Long Sutton in the 2019 fixture. Rob has now been seconded to the Royal Household as equerry to the Duke and Duchess of Cambridge. In this role Rob is responsible for all military aspects of the Cambridge household, plus he has the extensive tasking that comes with being master of the household at Kensington Palace! Now living in Kensington during the week, Rob is looking forward to maintaining the

Affiliates Day

Led by the Master, 15 members of the Livery attended an action-packed day and night. On arrival, we were escorted to the ship's land-based headquarters for an informal lunch with key members of the crew. Following lunch, Commander Hucker gave a full briefing on the ship's new operating procedure and her role in the Middle East.

Then, escorted by the crew, we spent time with the weapons team for a full warfare simulation and witnessed how the ship would be in battle and the astonishing capabilities of both the equipment and the crew. We then toured HMS Monmouth,

HMS Montrose's sister ship, where we visited each department for an explanation of the ship's key activities and responsibilities, including a full damage control simulation with the firefighting team.

Finally, we were given a tour of HMS Devonport on the way back to HMS Wren and the officers' mess, where most of us stayed overnight. Festivities started with pre-dinner drinks with members of the ship's company, followed by an excellent dinner and then more drinks. Well, we are the Distillers' Company!

Steve Wilson
Liveryman



relationships he has made within the Distillers. The more unpredictable aspects in the life of the squadron have been shaped by the pandemic and the need to work safely through this. There are some obvious issues to overcome when working with helicopters in a socially distanced setting, as can easily be imagined if you think of the pilot and flight crew. However, the issues were not only limited to those in the air. The need to work in teams

to maintain and service the aircraft provided a serious challenge for the engineers who keep them flying. Solutions were, of course, found, but it is curious to think that the men and women of our armed forces were facing many quite similar issues and problems with trying to maintain normality that we may also have had.

Ewan Lacey
Liveryman

603 (City of Edinburgh) Squadron

While Covid-19 has made a significant impact on the plans for the year, 603 (City of Edinburgh) Squadron has worked hard to maintain progress on its core activities through a difficult six months.

The management of this unexpected agenda was top of the priority list for the Squadron's new Officer Commanding (OC) Squadron Leader Derek Read, who joined from RAF Force Protection HQ on 20 March, just days before the Prime Minister announced the rigorous restrictions of the first national lockdown.

The onset of the virus immediately changed the Squadron's work schedules, with most planned activity falling away, and the Edinburgh headquarters placed on a reduced manning level. During the initial weeks of the lockdown, the Squadron was asked to mobilise personnel in support of government efforts to combat the virus and this rapidly became its core activity, with protection of the Squadron's own people also a priority.

The Squadron was asked to mobilise as many personnel as possible. Through late March and into April, around 25

per cent of its reserve manpower was organised and committed to fill various roles providing force protection at RAF Lossiemouth and RAF Brize Norton, while a number of others were on UK backfill duties or overseas operations.

Meanwhile, with the appropriate safety measures in place, the training of Squadron personnel for mobilisation continued, with four RAF Police and eight RAF Regiment Phase Two personnel completing their professional training and moving to full readiness in support of the needs of the service.

In July, the Squadron's mobilised personnel who had been sent to Lossiemouth were diverted to help create Covid-19 mobile testing units in the north east of England. At the end of July, this role passed to civilian operators and the 603 personnel either went back to Lossiemouth or returned to civilian life.

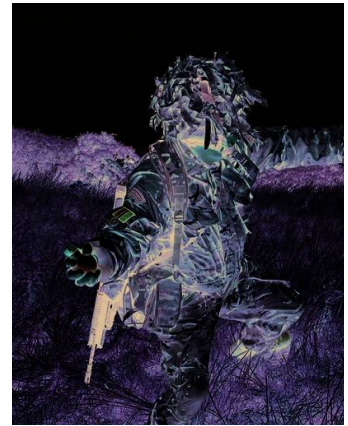
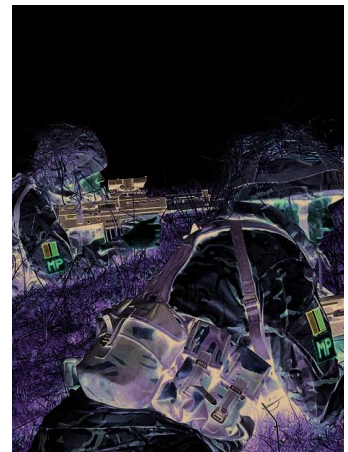
Despite all the other calls on time and resources, 603 Squadron was able to see through its plans for the Barry Budden training camp and this went ahead from 5 September, with colleagues from 2622 (Highland)

and 2503 (County of Lincolnshire) Squadrons of the Royal Auxiliary Air Force. The purpose of the two-week camp was to consolidate the year's training in larger, combined exercises. RAF Regiment personnel stayed on after the first week while their RAF Police colleagues dispersed to RAF main operating bases to take part in on-the-job training.

The experience of 603 Squadron this year has reflected the difficulty and dislocation created by Covid-19 across the country and beyond. However, while much of the Squadron's planning for 2020 had to be reconfigured to meet changing circumstances, the men and women of 603 Squadron worked hard to maintain and deliver as many of their core priorities as possible while also delivering immediate support to both the service and the wider country.

As this difficult and challenging year moves through its final quarter with a second phase of the virus a distinct threat, 603 Squadron will remain ready, prepared and committed to delivering assistance wherever it is needed.

Ken Roberson
Hon Steward



A (London Scottish) Company, The London Regiment motto STRIKE SURE Operations in a Covid-19 world

It will come as no surprise that it has been a busy and challenging time for A (London Scottish) Company during the pandemic. However, as we continue to train and grow our sub-unit to provide operational capability to the Foot Guards, we have a lot to be proud of.

When in March we saw the UK entering a lockdown, parliament passed a bill which would allow the mobilisation of reservists on a scale not seen since the Second World War, if such as response would be required. As part of that response, nearly 30 A (London Scottish) Company soldiers and officers deployed in support of the government's response to the Covid-19 pandemic, Operation RESCRIPT. The soldiers were tasked with running mobile testing units across London, supporting the Grenadier Guards and enabling members of the public to go through self-administered tests for the virus. The professionalism displayed and the reassurance they provided people at these units is really commendable.

Throughout Op RESCRIPT, Major Jamie Barklem, OC A Coy and Liveryman, was deployed as a staff

officer to the Joint Military Command (London) headquarters at Horse Guards, which is the organisation responsible for all Army units in London and the cell that plans and coordinates the response by London units to UK operations. A Coy still has one officer deployed in a senior role within Army communications, demonstrating the demand for, and the utility of, Army reservists.

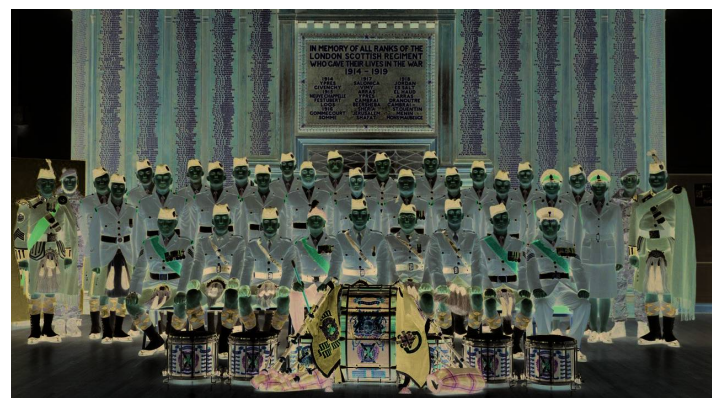
A (London Scottish) Company has experienced a huge influx of new joiners over the past 12 months, most recently highlighted by 12 new recruits passing off the drill square in a socially distanced parade at Pirbright last month following their completion of phase 1 soldier training. Major Barklem is pleased to announce that in addition to 1 (Train) Platoon, based in Westminster, and 3 (Mitchell) Platoon, our mortar team based in Catford, A Coy will shortly be establishing 2 (Cruickshank) Platoon in recognition of this recent expansion. As some of you might already recognise, each platoon is named after a London Scottish Regiment Victoria Cross winner, a nod to this sub-unit's extraordinary long and rich history.

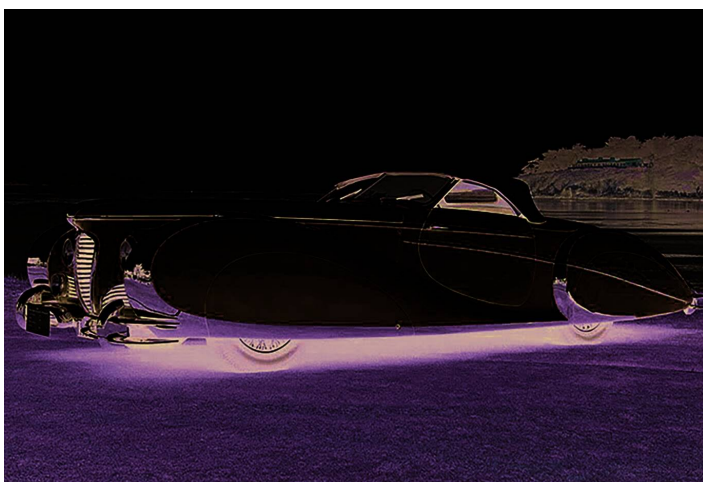
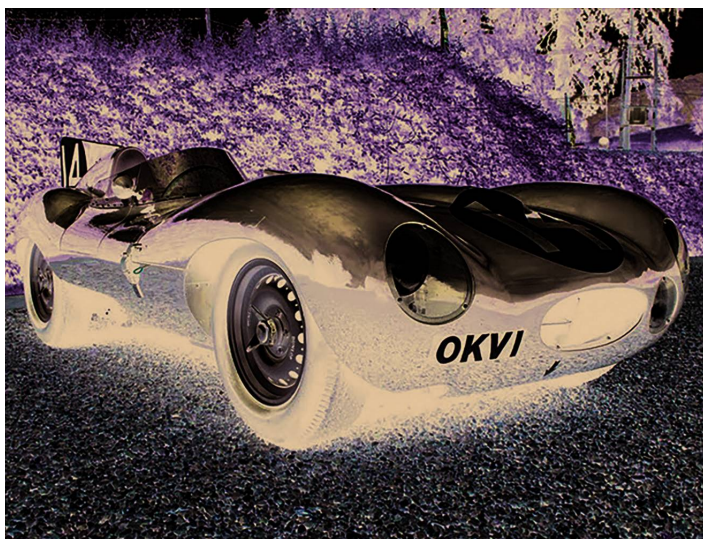
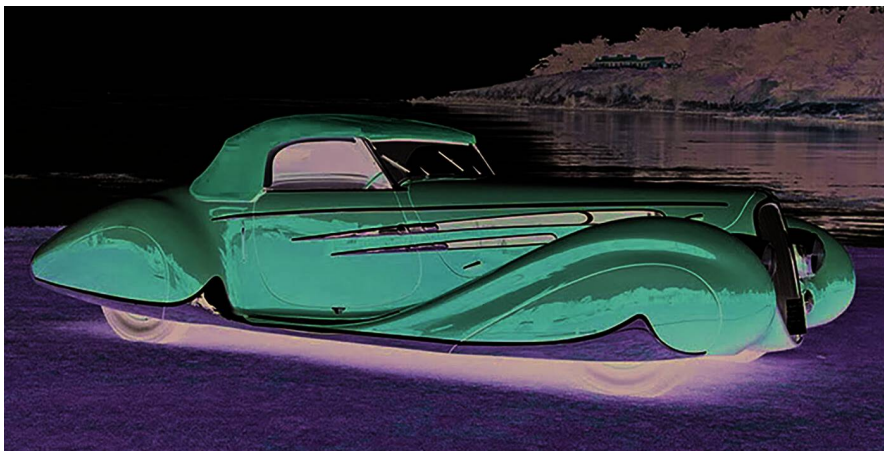
Since Operation RESCRIPT, the company has been conducting socially distanced, risk-managed training in London and out on exercise. Most recently, A Coy deployed a formed platoon of soldiers on a training exercise on Hankley Common, to shake out and practise the core role of infantry soldiers out in the field. Going forward, A Coy continue to train within the current restrictions imposed, with soldiers attending a host of courses to continue to develop capability, in the event we are required to support their regular counterparts on UK and overseas training exercises

and operational deployments over the coming months.

As we approach Remembrance, which this year will be a very different event compared with the annual London Scottish Regiment church parade (as attended by some members of the Livery in the past), we remember the reason our reservists serve and the difference that the soldiers and officers of A Coy continue to strive to make for the benefit of our country.

Major Jamie Barklem
Officer commanding A (London Scottish) Company, The London Regiment and Liveryman





The Car Club Spirit and hope win the day

Though the car club has faced some challenges this year, the spirit is strong – and that is not a reference to a Rolls Royce Silver Spirit, but to the disposition of our car club members!

For such an enthusiastic bunch, the steady cancellation of our 2020 calendar of events was enough to make a grown-up car fan weep - but, as with many adversities, there appeared some silver linings and even “hope” has cheekily raised its head.

We managed to start the year with a very enjoyable winter dinner at Italian restaurant Carrafini in London’s West End, with excellent food, atmosphere and chats.

Our second planned event, a track day at the famous Goodwood race circuit, looked less and less likely to happen - slated as it was for 5 May, right in the middle of lockdown! So, unfortunately, we all had to forgo flat-out driving in an Ariel Atom, Aston Martin, Audi R8, Ferrari 430, Jaguar F-Type, Lamborghini Gallardo, Nissan GTR and Porsche 911 at exhilarating speeds on the fastest circuit in the country, scaring the life out of ourselves and our instructors. If you are an adrenalin junky, this is for you - but alas the event was “black flagged”.

Not to be disappointed, a fine club member, Chris Searle, prompted the idea of an online car quiz provided by the Hampton Court Concours of Elegance. Clearly our members should not choose this as a specialised subject on Mastermind, as our average score was 10/20. The quizzes were fun and served to remind us that there is much to learn about the fascinating and fast-changing world

of cars.

As the lockdown continued, the much-anticipated car club trip to Champagne in July was next in the Covid crosshairs. Rolling French countryside, outdoor barbeques, private tastings and special receptions in great and small Champagne houses all faded into our dreams as the reality of postponement became inevitable. As the summer months ticked along, we maintained our fun by sharing personal car experiences, great videos and photos.

David Raines shared a slide show which reminded us all of the design creativity of a bygone era, when clearly there were no boundaries. Some examples are here and put most of the current car designs that we see on the road into the shade, lacking the great lines.

Jeremy Roberts revealed that his wife, Marilyn, had been taken to school by her uncle Jumbo Goddard in the D-Type Jaguar OKV 1, famed for coming second in the 1954 Le Mans. It was driven by Tony Rolt and Duncan Hamilton (the latter selling it to Marilyn’s uncle).

Not to be beaten by the above, member Andy Napier produced in lockdown, for us all to enjoy, a montage of all the cars he has ever owned. ‘A Life in Cars’ was fascinating; from a design perspective, however, the words “mixed bag” come to mind - or, softening that a little, “from great to interesting”!

The Champagne trip hotel is already re-booked for June next year (we live in hope!) and ideas for winter Zooms, with guest speakers and spirit and wine tastings with food pairings, are being developed.

For 2021, we will continue to adapt and innovate to ensure we keep the camaraderie and fun of the club going whilst taking any opportunities that arise to get together safely and drive our cars, enjoying the pleasure of the open road and one another’s company. If anyone would like to join the club, please don’t hesitate to contact me – it’s only a £30 one-off joining fee and absolutely no special /classic car required!!

Nicholas Carr

DCC Secretary
carrnicholas@yahoo.co.uk

FACING PAGE
CLOCKWISE
FROM TOP LEFT:
Past Master Brian
Morrison. Budge
Brooks. Tim
Morrison. Gordon
Doctor.

The origins of the Distillers' golf

It is perhaps not surprising that Distillers' golf had its origins in discussions that took place between our own Tim Morrison and Tony Berry of the Vintners, and that they did so over a long lunch in the late 70s in the hallowed cellars of Berry Bros and Rudd. How very selfless of them!

Tim and Brian's father was a fine amateur golfer who had been selected to travel to the US with the Walker Cup squad. His sons were fine single-figure players, and an eight-a-side fixture was arranged at the Royal Wimbledon GC. History does not recall the early results, but Distillers' golf was underway.

Within a few years, the enthusiastic Budge Brooks had become involved as secretary and set up our first golf day at his home course of Burhill in 1981. He donated the Budge Brooks Shield and, apart from Tim, Terry Barr, Graham Franklin, Duncan Ferguson and Clive Parry all became multiple winners in the pre-Millennium years and have remained golfing stalwarts ever since.

Budge worked enthusiastically on all matters golf. The Brewers joined the fixture list and we remained indebted to him until poor health forced him to retire after more than 20 years of dedicated service and hundreds of handwritten letters and cards to members advising of fixtures, teams, venues and payment details.

On Budge's retirement, it was decided by the Court to formalise a new structure – and, with myself being appointed president of golf and Graham Franklin volunteering as golf secretary, we were to see the start of a new era.

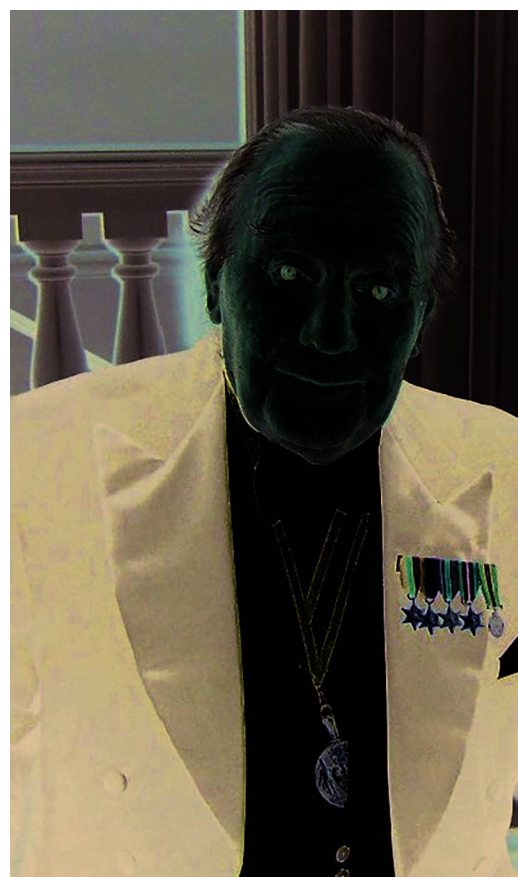
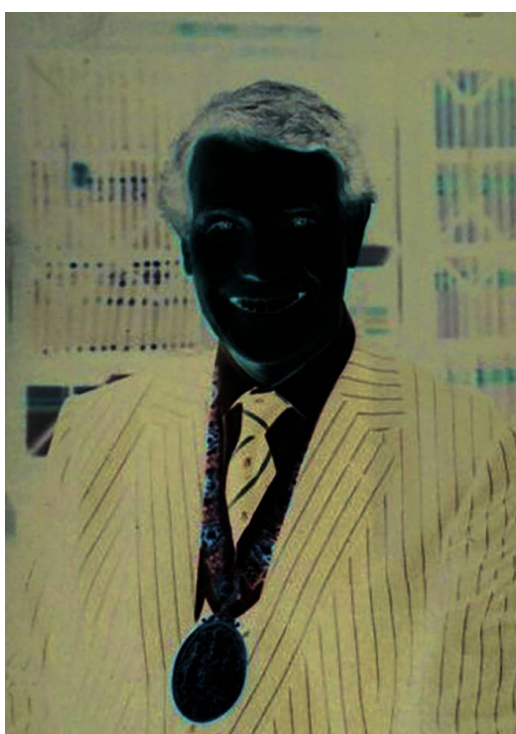
From the outset, Graham's infectious enthusiasm led to more players getting involved in the annual golf day, a succession of new fixtures, and a second invitation Icicle golf day. Perhaps his greatest achievement was to launch knock-out and plate

competitions, courtesy of Brian Morrison, Wentworth and Sunningdale being the enticing venues for the southern finals.

At the same time, substantial growth of Liverymen in Scotland brought in a wealth of golfing talent played on many hallowed

courses, so it was natural enough for Graham to introduce a Scottish knock-out, which has proved another great success; in recent years, Gordon Doctor has made this competition very much his own.

Past Master Keith Garrard



Ewan Lacey and Saturday TV breakfast team up

2020 began pleasantly with an invitation to join the team of James Martin's popular ITV show Saturday Morning. The idea was that I would fill the role of drinks expert when the indomitable Oz Clark was unable to appear due to other commitments. I was to be the super sub!

For the first show, the viewers were asked via Facebook to submit drinks-related questions

to the mailbag, which James and I would answer around his log fire. The highlight was when James demonstrated the virtues of his new Coravin, and I countered by opening a bottle of Cava with his kitchen knife!

The set is a very welcoming environment with a team that work well together and obviously like each other - with James at the centre as the benevolent host and our chef,

serving us all a magnificent banquet behind the cameras.

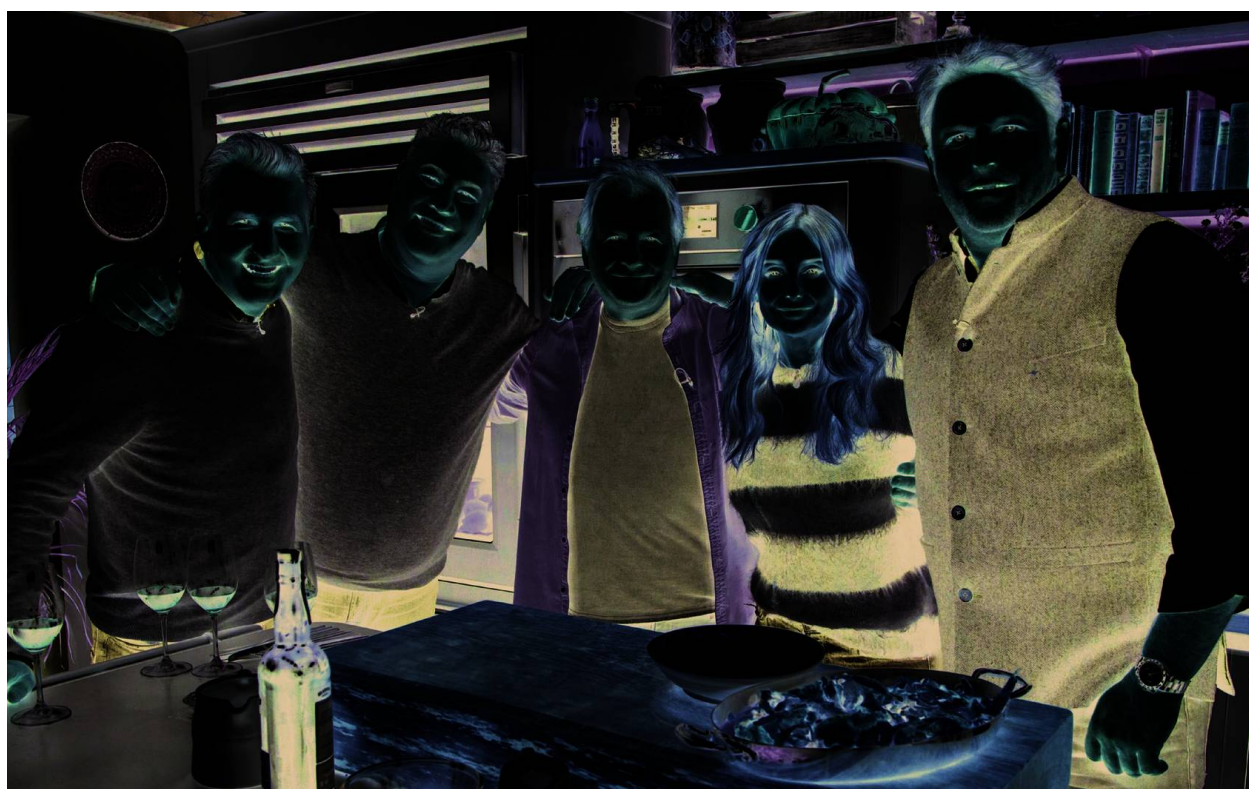
My main role was to choose the wines. To partner a dish of trout with burnt butter, I chose an organic Viognier from Yalumba, a lovely wine (\$8.99 Waitrose) which had plenty of fruit and was rich enough not to be knocked out by the pungency of the burnt butter.

For a second dish of chicken with wild mushroom, I selected a Pinot

Noir from Tasmania (\$9.99 Aldi) which worked perfectly whilst also highlighting that a lighter red can go very well with poultry and showing that there are still plenty of interesting well-made wines to be had at a reasonable price.

My second week of filming was to be in mid-March; at time of writing, we are still awaiting a date....

Ewan Lacey
Liverman



LEFT: Ewan Lacey.
Jonathan Phang.
Graham Garret.
Louise Redknapp.
James Martin

Not just the heart of the industry but its memory too



There is an idea that has been rattling around the mind of the Livery for a number of years: one that seemed like a good thing but never quite coalesced into a project, one whose rubber never quite connected with the road - until now, that is. The idea is that of the Memory of the Industry, the idea that within the collective brains of the Worshipful Company of Distillers there exists a treasure trove of knowledge and expertise that relate to some of the most important products, decisions and turning points in our industry over the last 50 years.

Upon "volunteering" to develop a brief for the project - in the time-honoured way of absent-mindedly agreeing what a good idea something is and then being met with, "Excellent, if you could take that on then" - the

first job was to find out exactly how rich a seam of knowledge existed and whether those who had it would share it. The enthusiasm that poured forth when a general call for ideas was circulated was truly overwhelming. Not only were members happy to outline what they had been involved with through their careers, but also in the best way of networks to reveal other potential sources.

This initial brief has revealed that not only is the Livery the heart of the industry, but also it is very much its memory as well. The range of topics was truly impressive, from industry developments such as the rise of own-label spirits in supermarkets, brand stories such as the development of Baileys Irish Cream, category narratives such as the development of super-premium

vodka, industry turning points such as the acquisition of Seagrams, and even the story of individuals such as Paul Ricard. It would be fair to say that whilst there was an initial sense that something existed out there in the memories of the livery, no one could have predicted the breadth and depth of knowledge that actually exists, or indeed the willingness of the Livery to tell these stories.

What this initial work has very much proven is that the scale of the project is vast, as indeed is its importance, not just to the Livery but also to the industry as a whole. The next stage is to work out how best to preserve and share this knowledge, such that it remains a resource for future years.

Allen Gibbons
Liverman

Meet your new Master

It would be safe to say that this is not quite how I had envisaged the start of my year as your Master. The next 12 months will be a challenge, but it is a great privilege to be leading a company such as ours and especially at a time like this.

I grew up on the North Somerset coast. After school and without much of a plan I travelled to the United States in the late 1970s. I spent a frankly terrifying year travelling across America by Greyhound Bus, then on to Japan, living there and teaching English to get by.

Returning to London in the early 1980s, I found a degree course in Japanese history at the London School of Oriental and African Studies (SOAS). My tutor was the remarkable Professor William Beasley, former naval intelligence officer in the Pacific War, great historian and an enormous influence. It was in my second year at SOAS that I also met my wife-to-be, Fiona. Our joint interest in Asia meant that we honeymooned in China in 1987. Suffice to say that it was a very different country back then.

In the job market of the mid 1980s, it was more by luck than design that I found myself working as a marketing assistant for Mappin & Webb/Garrard & Co. What followed was an apprenticeship in ways I probably could not have imagined. With Mappin & Webb now being a corporate associate of the Livery, what a very small world.

In the late 1980s, the spirits industry sought to up-weight their luxury sales and marketing capabilities. United Distillers, the spirits arm of Guinness PLC and home of Johnnie Walker,

Gordon's et al, were not immune and I found myself working in their central marketing department in 1989.

My first UD project was to help run a Johnnie Walker Burns supper in the Kremlin in 1990. I have a faded photograph of me standing in front of the Kremlin with a spectacular fur hat. That set the tone for the next 30 years: 18 years with United Distillers, always global, always travelling. Then with the formation of Diageo, I left that all behind and became malt whisky director in 1999 with a remarkable team both north and south of the border.

During this time, through the efforts of Alan Rutherford, Iain Brown and a late lunch at the Turf Club with James McDonald Buchanan, I came to join the Livery in 1998. I was then, and remain, astonished at the wealth of knowledge and experience that our Livery possesses. This has always been a core asset and we need to use it to greater effect.

Outside of work and aside of the Livery, I fish (or as has been described, "stand in water"), cook, for my sins I can brew sake (long story) and my guilty secret is that I am a war-gamer (and yes, that does mean toy soldiers).

After leaving Diageo in 2006, I worked in the world of private client sales, first as consultant to Johnnie Walker, culminating in the life-changing John Walker & Sons Diamond Jubilee project. Then back in-house to set up a private client business for Whyte & Mackay and specifically the Dalmore, working alongside the great rogue and even greater friend Richard Paterson.

Since 2017, I have been managing

director of Standfast, the private client business of William Grant & Sons. If my career has been any kind of arc, working for an Independent, family-owned company is as near to coming home as you can get.

Actual home is in London and during lockdown Fiona and I have had our children, Alexander and Georgina, move back in with us. Georgie works in HR and finance at the same school as Fiona has worked at for 15 years. Alex is working in marketing at Compass Box. Communal cookery has kept us all sane through lockdown.

That is a snapshot of how I came to be here at this time. The Livery is a vital part of all that I have done and all that I plan to do. This is not a year to sit back but rather to find ways to engage with the Livery's wider objectives in philanthropy, education and charity, never forgetting that conviviality remains pivotal to us all. I am looking forward to sitting down with all of you as soon as we are able to celebrate all that we are planning to do.

Jonathan Driver
The Master



Our First Virtual Installation Ceremony

If any proof were required that the Distillers are a resilient Company, undaunted by challenges or technology, then the Installation Ceremony for our new Master surely provided it.

The Clerk opened the ceremony by stating "The Court is summoned pursuant to the Company's Charters for the Installation of its Officers for the ensuing year."

Thereupon Jonathan Driver was called upon to read the oath of office as Master of the Company, and the Outgoing Master Kenny MacKay declared that Jonathan be clothed as Master and be invested with the Badge of Office. The new Master was

then congratulated by Kenny, who was called upon to take the badge of Immediate Past Master and who in turn presented Kathy with the newly created badge of a Past Mistress of the Company. The Master then called upon the outgoing IPM and his wife Nicola to each receive their respective PM badges.

The Clerk then called upon the Wardens Elect to each take their oaths of office. Renter Warden Elect Lorne MacKillop read the Wardens' oath in full followed by the same declaration from Christopher Searle Middle Warden Elect and Christopher Porter as Upper Warden Elect. The Wardens were then invested

individually by the new Master who each took and wore their new badges of office. The Master then presented the Mistress Fiona Driver with her badge of office.

The outgoing IPM read a peroration written by the Father of the Court Charles Minoprio, who unfortunately was unable to attend the Ceremony, in which the achievements of the outgoing Master were praised. Particular reference was made to the strong start to the year and the commitment to Charity and fundraising including the Master's bike ride from Scotland to London.

In a year of cancellations of Livery events there had been no cancellation

in the commitment and effort shown by Kenny, who responded with thanks to the Company for the privilege and honour of having been Master, despite the challenging circumstances. He then asked the new Master to join him in a toast to the health of the Company and that "it may continue to flourish root and branch under his leadership".

The Clerk then led three cheers for the new Master who closed the proceedings by quoting Tennyson, thanking the Company which he feels is in a strong position to go forward and inviting us all to join him in a drink.

Editor

Distillers' Song: "Good Heart!"

Words and Music by Edward Macey-Dare, Clerk

Chorus

Good heart, ye Distillers, and let's raise a glass,
to our most ancient of liveries, our founder and craft.

Verse 1

'twas from the Apothecaries that Sir Theodore broke free,
procuring a Charter from His late Majesty. The Distillers of London thus
came to be born, a new Guild in the City, heralding a new dawn. Those
distilling strong waters in London and beyond, were suddenly subjected to
us under bond. For the Company of Distillers was empowered by the Crown,
to inspect, and to fine, with the right to close down!

Chorus

Good heart, ye Distillers, and let's raise a glass,
to our most ancient of liveries, our founder and craft.

Verse 2

But our friends in the City they had other ideas, our Charter was not
ratified for 30 long years. With Civil War in England and the renaissance
abroad, it was perhaps not surprising our progress had stalled.
We continued to be sanguine – Droppe as Raine, Distill as Dewe – and the
Aldermen relented in 1672. 69 in the rankings, with a monopoly to boot,
it was surely inevitable we would get fat on the loot.

Chorus

Good heart, ye Distillers, and let's raise a glass,
to our most ancient of liveries, our founder and craft.

Verse 3

The Indian and Russe on our arms as displayed, gives clues to our links
with the wealthy spice trade. The world was our oyster, monopoly the game;
we had all the ingredients for riches and fame. But King William of Orange
and Hogarth's Gin Lane, conspired to ensure things were never the same.
The infamous Gin Acts proved a complete wrecking ball: for we never
got rich; and never purchased a Hall!

Chorus

Good heart, ye Distillers, and let's raise a glass,
to our most ancient of liveries, our founder and craft.

Verse 4

The 20th century saw changes galore, a realignment with our industry like
never before. With new Corporate Freeman, the Gin Guild and more,
in the 21st century we have come to the fore. So give thanks to the Master,
the Wardens and Clerk (!), for encouraging our Company to make its
true mark! From modest beginnings we have come a long way,
so here's to our future, our prosperity and sway.

Chorus

Good heart, ye Distillers, and let's raise a glass,
to our most ancient of liveries, our founder and craft.



LIST OF APPOINTMENTS 2019/20

COURT ASSISTANTS

James Higgins

FREEMEN (by Redemption)

Duncan Baldwin
Barney Battles
Martin Brown
Marshall Farrer
Stewart Laing
Olivier Nicolai
James Pennefather
Victoria Rimell
Henri Sizaret
Billy Walker

HONORARY FREEMEN

N/A

FREEMEN (By Presentation)

N/A

LIVERYMEN

Joel Harrison
Kai Ivalo
Julian Morris
David Ridley
Edward Sale
Richard Stoppard
Toby Whittaker
John Wynne

FREEMAN & LIVERYMAN

James Campbell
Malcolm Offord

FREEMAN & LIVERYMAN

(by Presentation)
N/A

LIVERYMAN (By Presentation)

Amanda Garnham
Willeke Vester

HONORARY LIVERYMAN & FREEMAN

Sir Roger Gifford

CORPORATE FREEMAN

Rita Greenwood (William Grant
& Sons)

STEWARDS

David Gates
Ewan Lacey
Dan Szor

HONORARY STEWARDS

N/A

IN MEMORIUM

Past Master Michael Broadbent
Past Master Christopher Mitchell
Liveryman George Goring
Liveryman Bill Martin MBE
Liveryman Alan Fairbrass