The Distillate

The Worshipful Company of Distillers

IN THIS ISSUE

The Distillers *One of One* auction

Meet the new Lord Mayor

The Master's Cycling Challenge

The annual review of the Master's Year

December 2021

The Distillate

December 2021

The Worshipful Company of Distillers

CONTENTS

Master's Farewell 3
July Lunch 4
Mansion House Banquet 5
A Singular Occasion – The Distillers *One of One* 6
The Master's Challenge 10
Scottish Committee 12
The Distillers' Charity 13
Pollinating London Together 15
WSET Report 15
Vocational Training and Education 16
Business of Spirits 17
Joint event with the Worshipful Company of Marketors 18
The Lord Mayor's Show 18
Presentation of Address to the Lord Mayor 19
Industry and Membership Committee 21
The Past Masters' Committee 21
Marketing and Communication Committee 21
Vincent Keaveny, 693rd Lord Mayor of London 23
View from The City 24
Spirits and Wine Committee 25
2021 Membership Survey Results 25
Gin Guild 26
Interview with Vincent Keaveny, Lord Mayor 27
603 Squadron Report 28
825 Naval Air Squadron 28
HMS Montrose Report 29
A (London Scottish) Company 29
Installation Ceremony 30
Meet the New Master 31
Distillers' Car Club – A year of changing lanes 32
Golf Report 32

Officers

The Master
Mr Chris Porter
Upper Warden
Mr Chris Searle
Middle Warden
Mr Lorne Mackillop MW
Renter Warden
Mr Nick Carr
Immediate Past Master
Mr Jonathan Driver
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, which was put together under continuing difficult conditions but with great enthusiasm and dedication from the team and our contributors. We are continually striving to improve the magazine and would warmly welcome your feedback. Please don't hesitate to contact *ewan@ewanlacey.com* with any comments.

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@lbmw.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.

2022

Tuesday, 25th January
Burns' Night Supper: Vintners'Hall

Thursday, 10th February
Court Meeting and Livery Luncheon: Apothecaries' Hall

Wednesday, 27th April
Court Meeting and Livery Dinner: Grocers' Hall

Wednesday, 15th June
350th Anniversary Banquet: Guildhall

Wednesday, 22nd June
Court Meeting and Luncheon (Court & Stewards only): Barber Surgeons' Hall

Thursday, 22nd September
Scottish Court & Livery Dinner: Signet Library, Edinburgh

Friday, 14th October
Mansion House Banquet

Thursday, 17th November
Installation Court Meeting and Livery Dinner: Vintners' Hall

Further dates will be added and notified via email.
Informal Events will be notified during the year.

Events can be booked online via the members' area on the website.

Informal Company Events (such as the City Debate and Spirits Tasting), Inter-Livery and City Events will be advised during the year.

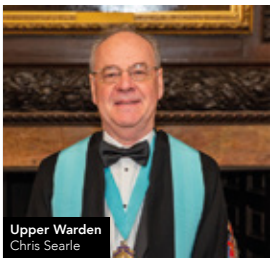
Details of Golf fixtures, Car Club and shooting events can be found on the website or by contacting the following individuals, or the Clerk's Office:

Golf Secretary:
Graham Franklin *ggfranklin3@aol.com*

Car Club Secretary:
Nick Carr *carrnicholas@yahoo.co.uk*

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

Please contact the individuals above if you wish to be placed on their respective email circulation lists.



Upper Warden
Chris Searle

Middle Warden
Lorne Mackillop MW

Renter Warden
Nick Carr

Nick Carr *Renter Warden*

Nick was born in Hessle, East Yorkshire. After gaining a BSc in Industrial Technology, he went to the US as a post-graduate research assistant, where he completed an MBA in Marketing. This led to a life-long career in the drinks industry, starting as a brand manager with Bass Plc. Subsequent roles included global and local marketing and commercial positions with IDV, Seagram and Diageo.

Nick's experience includes strategic planning manager for Europe, marketing director roles in Greece, Spain and Japan, regional VP of marketing for Asia Pacific, global Scotch portfolio director, global malts director, and anti-counterfeit and global pricing director at Diageo. Over this time, he has worked with many brands, including Smirnoff, Malibu, "J&B", Baileys, Archers, Chivas and Martell, as well as innovations including The Singleton, Windsor 17, Buchanan's, Talisker and Johnnie Walker Double Black.

More recently, Nick has brought his experience to effect as a marketing consultant to clients including the Heathrow Airport and Heathrow Express businesses, Twinings, Proximo (Cuervo Tequila) and Schweppes.

Nick and his wife Louise live in London and have one son, Thomas. A keen dinghy sailor and car enthusiast, Nick is secretary of the Distillers' Car Club, sits on the Vocational Training and Education Committee and the Industry and Membership Committee, and is delighted to become Renter Warden.

Master's Farewell

Where, exactly, did that year go? One moment we are having the first online Installation in the Company's history and then, in the blink of an eye, it is one year later and the Company is processing towards Mansion House for the Lord Mayor's Show – extraordinary!

Following on from Kenny's year was never going to be easy. He has been a tremendous Past Master, too. If you add up our time out of lockdowns, I think we managed one whole year in person between the two of us.

However, it is not just getting through the pandemic that has defined the last few years, but what we, as a Livery Company, have done in that time.

The Master's bike ride in July was a metaphor for the whole Livery's approach to Covid. We all went up our individual and collective hills during this time and, for the Livery at least, we have been changed by the experience. I sense there is a difference, a purpose taking shape, a way that we behave that is the essence of a 21st-century Livery Company: confident, but caring; experienced, but open to new thinking.

Whilst I have spent much of my career in the rather, at times, solitary field of private client sales, the Livery has shown me the power of collective endeavour - from the expansion of our work in philanthropy and education, right through to the work we do with our Corporate Affiliates, now evidenced by the impending Distillers *One of One* 2021 Scotch whisky auction.

As a Livery we got things done, and we get things done. Historically, our ambition was to be at the hub of the industry – which patently we were not some 15 years ago. Now, our aspiration and direction of travel is to be at the *heart* of the industry. We can demonstrate not only our intent, but also the very real contribution made through the work of Kenny and Chris Porter in the early months of the pandemic and the scale of monies we have given to charity in the last year. Not only do we get things done, but we get the right things done.

THIS PAGE:
Loooking back at Jonathan's time in post, including at The Distillers *One of One* Auction and the Presentation of Address

With the decentralisation of the Committee structure at the beginning of my year, we now have some truly great Chairmen working to make a difference (and not spending time on unnecessary reporting). Great thanks are due to Grant Gordon, who has been a tireless supporter through the creation of the Charitable Incorporated Organisation (CIO), and with him Richard Watling, whose extensive work as Chairman of the Vocational Training and Education Committee has revolutionised that core function. Trevor Stirling as Chairman of the Industry and Membership Committee now presides over a corporate affiliate programme and a pipeline of new Liverymen that has to be the envy of the Livery world.

As we mature, other key Committees have needed to step up and I am grateful to Chris Pexton for ensuring that we are not only fiscally sound but also have the resources to meet our aspirations in years to come. Ewan Lacey has seen enormous change in our Marketing Committee – just look at the regularity of communications (in part down to substantial content creation). Meanwhile, Simon Collins in the MALT is leading greater engagement with, and awareness of, the great work of our affiliates.

Underpinning all of this, the Past Masters' Committee and the Court have supported this change and in large part where we are now is

down to where we came from a long while back. This experience ensures that, even as we change, we still are accountable as a Livery Company in the City of London – and never more so now that we have one of our own as Lord Mayor.

On a personal note, I could not have done this year (and held down a full-time job with an understanding employer, William Grant & Sons) without the constant support from great friends inside the Livery. Ed Macey-Dare and legendary Kim Lyons in the Clerk's office have been a daily feature of getting things done – astonishing. Big thanks to Liveryman Vicki Rimell, who works with me at WG&S and has been tireless in managing the chaos of both my work and Livery commitments. Mention also of our industrious Development Director, Clive Bairsto, and of course to our Beadle, John Cash, who as we all know secretly runs the entire Livery.

As I look to the horizon as Past Master and The Distillers *One of One*, now and in the years to come, I have to thank James Higgins for an extraordinary amount of work in making this happen, Kenny MacKay, Damian Riley-Smith and Trevor Stirling for going after our remarkable portfolio of donors and sponsors so successfully.

Looking back, I wouldn't have had it any other way. I would like to thank my wife Fiona and children Alex and Georgie for all their support throughout. It was tough enough when I was travelling out to the four corners of the world for work; it has been much tougher getting through the pandemic and having both work and the Livery to contend with at the kitchen table.

In the immortal words of Bugs Bunny, "that's all folks" for 2021/2022. We have a remarkable year coming up and I will do all I can to support the new Master as we enter the 350th year of our Livery.

Best to you all and thank you,

Jonathan Driver
Master 2020 - 2021

July Lunch

On 8th July 2021, exactly 521 days since we had last convened, the livery was finally reunited for a splendid luncheon at Vintners' Hall.

On arrival at our spiritual home, we were greeted by the familiar, warm faces of the Vintners' staff – Steve, Ron and Lloyd to name but three – who were evidently as delighted to see us as we were them. However, we were then met with some ominous news: the Master had been rushed to A&E with suspected appendicitis and sadly could not be with us. IPM MacKay therefore found himself propelled into the role of Master of Ceremonies for one final time.

Faced with having to pen a very quick speech, it soon dawned on Kenny that he was not going to be able to enjoy the vinous delights quite as he had planned, which perhaps explains why he was initially reluctant to wear the ermined gown. The Assistant Clerk, however, was having none of it, and he soon relented and agreed to process in attired as Master locum tenens, with Kim leading from the front (as Acting Beadle) and the Clerk bringing up the rear.

The Livery members were already at their tables for the sit-down reception. Kim gavelled up, Ed allocuted, the Honorary Chaplain said grace – and Kenny then explained what had happened to the real Master (and why he was wearing his cloak of pretence!).

We were then treated to the following culinary delights:

Devonshire crab cake, cucumber, fennel, and lemon and dill crème fraiche, accompanied by a delightfully refreshing and fruity Vouvray (Marc Brédif).

Seared fillet of beef, potato fondant, carrot purée, asparagus, mushrooms and red wine jus, accompanied by a wonderfully full-bodied Rioja (Viña Ardanza Reserva, La Rioja Alta S.A.).

Vintners' berry mess, seasonal berries, meringue and viola flowers, accompanied by a delicious Riesling (Heggies Vineyard Botrytis Riesling).

By the time it came to coffee, the Clerk had clearly enjoyed himself too much, as having gavelled for the toasts, he promptly forgot to announce the Master (although, in his defence, the real Master wasn't there!). The IPM rose to his feet to very warm applause and proceeded to give an excellent speech, based largely on the Master's own handwritten musings (which Kenny had had to decipher that very morning). The IPM concluded by wishing the Master a speedy recovery, a sentiment shared by everyone present. All in all, a truly joyous occasion.

Ed Macey-Dare
Clerk

Mansion House Banquet

The October Banquet at Mansion House is always a splendid occasion for the Livery, and this year's was no exception.

It is a privilege to entertain the Lord Mayor in his own home and we were honoured by the presence of Alderman Sir Alan Yarrow, Lord Mayor Locum Tenens.

Fellow Liveryman and Honorary Chaplain, the Rev'd Canon David Parrot, set the tone with his customary rhyming grace. He managed to combine humour, reflection, reverence and anticipation in a few sentences – to the delight of all.

Serenaded by the London Banqueting Ensemble, the full house sat down to a delicious dinner of sea bass tartare, aged filet of beef, cheddar and smoked haddock savoury, and caramelised apple tart with Calvados sauce – quite delicious!

The Livery is known for the excellent wines we serve and, following the exquisite Champagne Henriot, or a selection of delicious cocktails from The Master's Bar, the Company was treated to Chablis (William Fevre) 2017, Chateau Fourcas–Dupre, Listrac–Medoc 2016 and the gem that is Chateau Barbier, Sauternes. All showed at the top of their game. To set us up for the pleasure of the speeches, what better than the Taylor's 10 Years Old Tawny with coffee?

THESE PAGES, CLOCKWISE FROM TOP LEFT: Jonathan Driver on the Master's Cycling Challenge; Enjoying a delightful dinner at the Mansion House Banquet; Vintner's Hall, where the July Lunch was hosted

The Mansion House kitchen brigade and serving staff were on top form and, as always, looked after us with style, efficiency and courtesy.

Respecting the sensibilities of Covid–19, the Master decided – reluctantly – that the ceremony of the Loving Cup should be placed in abeyance this year. We were treated instead to a glass of The Balvenie 14 Years Old Caribbean Cask, and toasted the Company with this, The Master's Dram. During its service, two pipers of our adopted regiment, the London Scottish, made several circuits of the Egyptian Hall eliciting a ringing acclamation of prolonged applause. As a former Piccadilly Highlander Jock, when I was a student, I love the pipes and this was an exhibition of great playing.

We must not forget the 'duelling banjoes', or rather post horns, playing that eternal favourite at Mansion House: 'The Post Horn Gallop'. It is always thrilling.

The speeches by our Master, Sir Alan Yarrow and Lord Dalmeny entertained us with a hearty mixture of amusing anecdotes, news and good cheer.

How wonderful it was to gather in such splendour with conviviality and fellowship after so dark an enforced absence.

Jonathan Orr–Ewing

A Singular Occasion

Celebrating The Distillers One of One Auction's success

Friday, 3rd December 2021 saw the culmination of a dream more than 20 years in the making and the evolution of the Livery's ongoing philanthropic mission. Held at Barnbougle Castle near South Queensferry, The Distillers *One of One* Auction, run in partnership with Sotheby's and 37 Scotch whisky distillers, delivered total sales of £3.1 million (2.5 times the low estimate) and raised more than £2.5 million for charitable causes in the process. Offering bidders the chance to purchase truly one-off experiences, bottles and casks of rare whisky, it is no overstatement to say that neither the auction world, nor the world of Scotch whisky, has ever seen its equal.

Pivotally, 100 per cent of the hammer price achieved by each of the auction's 42 unique lots, along with a proportion of Sotheby's buyer's premium, will be donated to The Distillers' Charity's Youth Action Fund, a new initiative which aims to transform the lives of disadvantaged young people in Scotland by aiding their journey into meaningful employment and helping them to make a positive contribution to their communities. That 37 competitors would come together in the spirit of charity is laudable; that those same rivals would freely donate some of their most rare and valuable spirits in the name of collective endeavour is nothing short of inspiring.

"The roads to Barnbougle have been many and varied, but have really now come together," says Jonathan Driver, Immediate Past Master of the Worshipful Company of Distillers. Driver shares that, though the practical efforts of the past year to create The Distillers *One of One* Auction were pivotal, it was truly made possible by work begun over 20 years ago to re-engage the Livery with the distilling industry and re-invigorate its sense of purpose.

Driver explains that, when he joined the Distillers two decades ago, only a small proportion of Liverymen were current or past members of the distilling trade, and most of those were retired. Today, more than 90 per cent of members are actively employed in

the industry and the average age of members is decreasing year on year. Beyond simply changing the make-up of the Livery, this evolution of its membership has brought with it a new sense of purpose.

Under the stewardship of Past Master Brian Morrison, the Livery launched its first charity whisky auction in 2013. "He said we could raise £100,000 – everyone said he was mad," recalls Driver. Nevertheless, Morrison's faith in the industry was well placed. Run entirely by volunteers, the inaugural Livery whisky auction raised £250,000. "Overnight, the Livery had undergone a quantum shift."

This success led to another volunteer-run auction in 2018 that raised over £220,000. The team, however, noticed that it was the 'one of ones' put under the hammer that attracted the most attention. Early discussions with Sotheby's spirits specialist Jonny Fowle led to the auction house presenting a 60-page proposal, which outlined how the Distillers' auction could be elevated from a moderately successful, in-house affair to a globally recognised philanthropic event that would court both headlines and sky-high bidding in aid of a good cause.

"It was a defining moment for the Livery Company," continues Driver. "We had an amazing membership, deep links within the industry and we'd done similar before. So we knew what would or wouldn't work, and had a global auction house partner on board. So, we said, 'why don't we just try to create this?'." The proposal was welcomed by the

FACING PAGE FROM TOP: Inside the Banqueting Hall at Barnbougle Castle. Glenfiddich's 1950s Collection
THIS PAGE FROM TOP: Jamie Ritchie overseeing the bidding. Balvenie's 56 Year Old 1964. Grant Gordon introduces the Distillers' Charities

Court of Assistants in winter 2020, and thus The Distillers One of One Auction was born. All that remained was the small task of making the idea become reality.

"We only got real agreement in the spring of this year for most of them to do it" Driver continues, before lauding the phenomenal efforts made by participating distillers to create entirely unique offerings in time for the December auction date. "We've done it all in six months. It's unbelievable."

In many companies, preparing lots for The Distillers *One of One* Auction required working outside of standard procedures and generously dedicating hundreds of hours (not to mention open cheque books) to the delivery of lots that would attract the crème de la crème of global whisky collectors – connoisseurs that Sotheby's know well.

"At Sotheby's, we're all about the very best provenance, and direct from distillers is the very best," says Jamie Ritchie, worldwide head of Sotheby's Wine, adding that three key qualities underpin all of the The Distillers One of One lots. "Consumers nowadays want a couple of different things: they want unique things, they want experiences they can't have elsewhere, and they want access to people."

What's more, especially as concerns ultra-rare bottles that may never be opened, it's important that buyers have the chance to taste the same liquid housed inside the unique bottle (or cask) they've bought. "You present 'one of one', but with enough liquid for someone to be able to enjoy it aside from the package… but then you need the sample to stay with it," adds Ritchie. By partnering directly with distillers that can (within reason) supply additional samples, this auction is also unique in that it allows buyers to have their cake and eat it too.

The day before the auction, members of the Livery felt achieving £1.2 million would be a dream come true – to exceed this by more than £1.5 million was a pipe dream. Yet, that's what was achieved. "There's a whole euphoria that you could sense at the end of the auction. We've been inundated with messages from everybody saying how happy they are with the outcome" says Grant Gordon, Committee Chair at The Distillers' Charity, which was originally founded in 1955 to support young people from disadvantaged backgrounds and to help provide vocational training and education

THIS PAGE FROM TOP: Littlemill on display, Bottom Left, Lord Harry Dalmeny hosts the auction. Centre: Guests bidding. Bottom; The reception before the auction begins
FACING PAGE, FROM TOP: The Auction Team (L to R); Damian Riley-Smith, Michael Urquhart, Brian Morrison, Ewan Lacey, Jonathan Driver, Jonathan Findlay, Annabel Meikle, James Higgins, Kenny Mackay. Barnbougle Castle.

to the next generation entering the spirits trade.

"The mission of the Youth Action Fund is to transform the life chances of 16 to 25-year-old people in Scotland… our target is to initially reach over 1,000 young people and then grow significantly from there," adds Gordon. By working closely with Inspiring Scotland, the fund will initially support four charities: Aberdeen Foyer, ENABLE Scotland, Street League, and the Alcohol Education Trust. For the Livery, success means that, after a period of time, each person the charity works with will be in meaningful employment.

"It's quite specific and it's quite tangible… for families that have been out of work for multiple generations, it can be that one person who gets that meaningful job that can break that family away from the cycle of poverty" concludes Grant. "What an opportunity we have now. We have much more resource than, frankly, we'd hoped for. So, hopefully we'll be able to go quite far with this."

Christopher Coates

The Master's Challenge

Responding to a challenge by Girlguiding in Perthshire to complete 132 miles by any means during the month of July, the Distillers' cycling group, led by the Master, hit on the idea of attempting its completion in a single day's cycling.

The seemingly random distance is actually the distance between the varied Girlguiding assets in Perthshire, and the challenge was designed to raise funds for much-needed repairs to their hut in Blairgowrie. Never having attempted anything like it before, but inspired by last year's ride (where he provided back-up) the Master signed up, got training, bought a bike in May and issued his challenge to the Livery to join him.

James Higgins, Grant Gordon, David Wilson, Alan Montague-Dennis, Scott Allen and Kenny MacKay signed up for the furthest distance most had ever cycled in a day. Back-up was provided by Immediate Past Mistress Kathy and friends.

As with the previous ride, the arrangements were thrown into chaos by Covid-19, but the intrepid group prevailed and gathered at 6am on 3rd July in Auchterarder, at the same starting point used for the London ride. After after a quick coffee and a croissant, they were off to the first target some 10 miles away.

An easy start saw the team chatting as they spun along through the early morning mist, but quietening down a bit when the gentle pull up out of Muthill had everyone breathing a bit harder.

Craggan Camp was reached comfortably, but was the scene

of the only running repair needed on the day. Mercifully, the day was puncture-free!

The group pressed on through Crieff and all were enjoying the rolling Strathearn hills until the first of two climbs of the next section, which was followed by a lovely coffee stop in the Sma' Glen, immediately before the climb up onto the moor via Amulree to Dunkeld.

Dunkeld's leaders had opened their hall and bacon rolls were enjoyed before a beautiful run up the Tay valley to Pitlochry.

After a drink stop, it was on to the climb out of Pitlochry over to Blairgowrie. This was as demanding as the last section was scenic, and split the group as the different climbing abilities became apparent! The Master, encouraged every inch by colleague David Wilson, reached the summit in an amazing effort for someone with just three months' training and was applauded by the group.

Next came a downhill stretch through beautiful Shrathardle to Blairgowrie for a welcome lunch and a 15-minute rest. A photo by the cash accumulator provided the

THESE PAGES: Travelling with the Distillers on their Longest Day Master's Cycling Challenge

motivation to press on to Perth as the day changed and rain began to fall.

Another refuel, then it was on up through Glenfarg to Milnathort, with Guide parents braving the rain to clap us on as we passed through.

The last leg back to Auchterarder was completed in torrential rain as the group climbed up and over Glendevon and completed the challenge more than 14 hours after they set off.

There was huge praise for the Master for taking this on. Afterwards he admitted to never being fully confident he would complete it, but with every mile, pulling out seemed less of an option.

This monumental effort helped to raise a further £20,000 for charity, which Girlguiding and Future Youth Zone will share evenly between them. With this ride, the Distillers have made another major contribution to the lives of young people in Scotland and the South. Congratulations, Master!

Kenny MacKay
Immediate Past Master

Scottish Committee

The re-emergence of the Distillers' Scottish Dinner, following a Covid-19 hiatus, was a major success with over 160 people converging on the Signet Library in Edinburgh in September.

A thoroughly confusing set of guidelines in Scotland, which permitted "vertical drinking" without masks but not moving between groups, could do nothing to dampen the atmosphere as the Livery and the Scottish trade got together again.

The caterers excelled themselves and the food and wines were widely complimented. William Grant & Sons, courtesy of the Master, kindly provided drinks both before and after dinner.

Liveryman Peter Prentice, who is also Chairman of the Keepers of the Quaich, welcomed and proposed a toast to our guests, with the Clerk to the Chamberlain's Court, Murray Craig, replying on behalf of the guests and proposing the toast to the Distillers. Murray, who has granted Freedoms of The City to many in the room, impressed the audience with his extensive knowledge of Scottish sport – perhaps unsurprising for a proud Scot from Inverness.

The Master wound up the formal part of the evening with a detailed description of his exertions on The Longest Day bike run, and then it was downstairs to the beautiful drawing room. The stirrup cup was, as always, a lively affair (and somewhat longer than in the south!), with everyone revelling in the chance to catch up after such a long lockdown.

Thanks go to Scottish Chairman Brian Morrison, Michael Urquhart and other members of the Scottish Committee for their efforts in the organisation, as well as those Liverymen and Court members who made the journey north and then enjoyed their own stirrup cup on the sleeper back south!

Kenny MacKay
Immediate Past Master

The Distillers' Charity – *making a difference*

Last year has seen strong engagement across all aspects of our work at The Distillers' Charity. The wholehearted support provided for our beneficiaries, was enabled by the deep and continuing commitment from Livery members to give back.

The Livery can take pride in our collective effort during the period of the pandemic and, as we hopefully emerge from these challenging times, we are well placed to support our partner beneficiaries. Across our Vocational Training and Education work, as well as our Livery and City activity, our grant-making was very active, and you can read more about our charitable activities in this edition of The Distillate. We have made grants of more than £300,000 during the last two years, helping those who are most in need. Through our beneficiaries' work, we continue making a difference to young people, including those within the drinks industry, and especially those who continue to face challenges in their lives.

None of our charitable work would be possible without the support of the Livery, in terms of the funding and volunteering which members provide. Notwithstanding our investment fund, which provides a vital cushion to manage uncertainties, fundraising is our life blood as a grant-maker. The generosity of the Livery creates the foundation upon which we are able to plan delivery of long-term support for our beneficiaries. Donations, excluding investment income, exceeded £100,000 in the latest financial year and we are grateful for each and every one who has supported The Distillers' Charity.

Growing our impact

Our philanthropic work can be traced back to December 1955, when the Macdonald-Buchanan Trust was established as the precursor to The Distillers' Charity, upon the donation at that time of £250,000. This historical donation initiated the charity's focus upon education and training in relation to the distilling trade, as well as our support for The Drinks Trust (formerly the Wine and Spirit Trades' Benevolent Society). The formation of The Drinks Trust was the foundation upon which our Livery has been able to build our present-day charity.

Against this historical background, and as you will probably have read elsewhere, the Court reviewed how we could ensure that our collective commitment as a Livery to giving back receives focus and leadership. From this emerged the decision to set up a new independent charitable incorporated organisation (CIO), which has been registered with the Charity Commission. The name of our charity remains unchanged as The Distillers' Charity and its charitable objects reflect continuity in terms of purpose and mission.

In terms of the work of the charity, our priority is to grow and deliver impact through our grant-making, using the resources that we have raised from the efforts of the Livery. Our charitable funds support three principal areas of giving: Vocational Training and Education; Livery and City giving; and, following the creation of The Distillers *One of One* 2021 auction, we are launching the Youth Action Fund in Scotland.

With the full support of the Livery, The Distillers' Charity, facilitated by our wholly owned subsidiary The Distillers' Ventures Limited and backed by the Scotch whisky industry, has enabled The Distillers *One of One* auction series to come to life. This vote of confidence was highlighted in a letter from the Chairman of Diageo, Javier Ferrán, who congratulated The Distillers' Charity "on creating this opportunity to support disadvantaged young people in Scotland". Our responsibility is to ensure that the Youth Action Fund achieves a strong impact and makes a real difference transforming the lives of those young people it supports.

Charity truly lies at the heart of our Livery's work, and each of us can play a role in supporting our collective philanthropy. To that end, we are planning to hold charity events, where Livery members can see the work that is already being done and help to foster ideas for how we can work together to create greater impact.

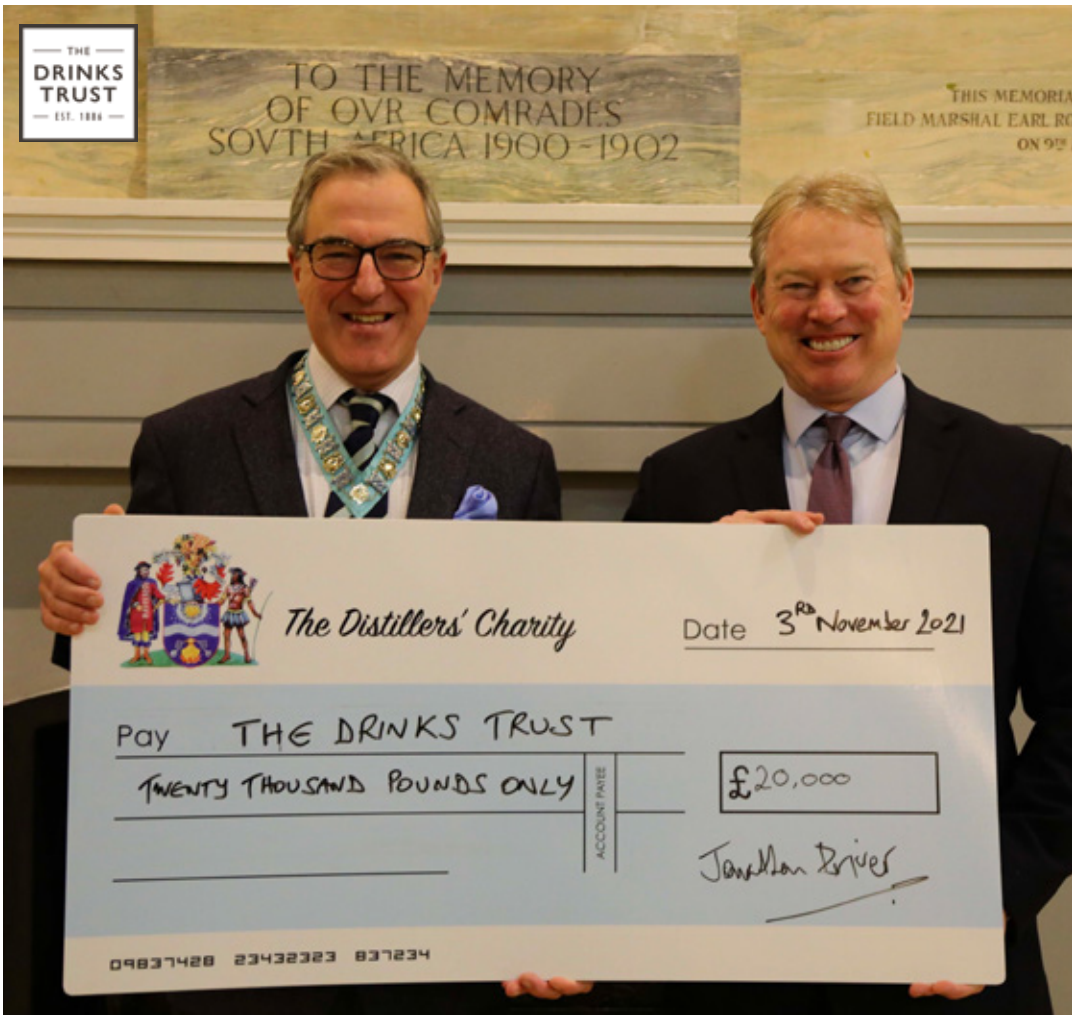
2022 will be a momentous occasion for the first year of the newly incorporated Distillers' Charity with the inaugural The Distillers *One of One* auction leading to the launch of the Youth Action Fund in Scotland, against the backdrop of the 350th anniversary of the Company receiving its Livery. We will commit our fullest support towards the Master's 350th Anniversary Appeal. The prospects for our charitable endeavours will be on a higher platform than has ever been achieved before.

Grant Gordon OBE
Chair, The Distillers' Charity

Livery and City Giving

The work undertaken in Livery and City giving covers a broad range of causes, all of which relate closely to our trade and industry. As a Livery charity, which sits at the heart of the distilling trade, we work to help improve young people's life chances and to make a positive contribution to their communities and to relieve hardship. This work is mainly achieved through support across three main areas, in partnership with our principal charitable beneficiaries:

The Drinks Trust: supporting members of the distilling industry and associated trades who are suffering from hardship or mental health issues.



- **Alcohol Education Trust:** alcohol education, helping young people stay safe around alcohol.
- **Future Youth Zone in Barking & Dagenham:** the Lord Mayor's Appeal to create a better city for all.

In addition, the Master's Charity of the Year is an important cause, as well as our regular smaller grants for The Sheriffs' and Recorder's Fund, St. Paul's Cathedral and St. Lawrence Jewry.

THESE PAGES, LEFT TO RIGHT: Young people from Future Youth Zone; A school workshop led by the Alcohol Education Trust; Launching the Pollinating London Together scheme; Get learning with the WSET

From our charity partners:

Future Youth Zone

"The support that we have had from The Distillers' Charity has enabled the Youth Zone to continue to support hundreds of young people by ensuring they have access to positive activities and youth workers in their leisure time. We are hugely grateful for the certainty that ongoing support from The Distillers' Charity provides in such uncertain times for Future Youth Zone, and in turn for the young people of Barking and Dagenham".

Gavin Evans
Chief Executive, Future Youth Zone – Barking and Dagenham

Alcohol Education Trust

"Over the last six years, the support of The Distillers' Charity has been transformative, enabling us to build a young people-facing website, expanding our work to support young people with learning difficulties and in alternative provision for those who are at greater risk of alcohol harms, and going forward in supporting young adults up to the age of 25. It has not only been the invaluable grants, but the expertise, help and guidance that Livery members give us. We truly feel part of a family that is committed to improving lives and reducing alcohol-related harms."

Helena Conibear
Chief Executive, Alcohol Education Trust

The Drinks Trust

"The Drinks Trust is truly grateful for the ongoing support it receives from The Distillers' Charity. In 2021, The Drinks Trust delivered a new initiative to provide people with a long-term solution to their financial challenges, and the Develop scheme was announced, providing entry-level training and educational grants to individuals and the opportunity to find employment in our sector. The funding from the Distillers' Charity has allowed The Drinks Trust to deliver services in 2021 to over 35 industry colleagues suffering from severe hardship, and the impact it will have had for these people is compelling."

Ross Carter
Chief Executive, The Drinks Trust

Pollinating London Together

By kind permission of The Rt Hon Lord Mayor, Alderman William Russell, and the Lady Mayoress, the official launch of the Pollinating London Together project took place at Mansion House on 16th September.

Pollinating London Together (PLT) is a long-term initiative to halt the decline of pollinators in the City of London and its immediate environs. Its purpose is to influence organisations and individuals to positively support pollinators in the management of urban land resources and the built environment in the UK, starting in the City of London. Its intended effect is to improve the quality of the green spaces in London, initially by improving the horticultural environment for bees and other pollinators.

PLT aims to share knowledge on pollination and create partnerships between experts and enthusiasts, and has an active portfolio of sponsors. The initiative is led by the Wax Chandlers and is supported by 12 other Livery Companies, including the Distillers.

The reception featured a guest speaker panel led by Sheriff and Alderman Professor Michael Mainelli, and featuring Andrew Jones, Head of Green Infrastructure at the Greater London Authority, and Professor Alistair Griffiths, RHS Director of Science and Collections.

Lady Mayoress Hilary Russell made an engaging introductory speech, underlining her personal interest and support for the project, and Rebecca Pow, Minister at the Department for Environment, Food and Rural Affairs talked on video, giving the project her blessing.

The discussions were followed by a reception and dinner for 130 guests at Grocers' Hall. Liveryman Georgie Bell, who is on the events committee, had organised a selection of honey-based cocktails, all colourful pollinator-friendly recipes, sponsored by Aberfeldy Single Malt Whisky, Martin Miller's Gin and Avallen Calvados (owned by new Freeman Stephanie Jordan). Honey for the cocktails was supplied by Bermondsey Street Bees.

The dinner was a celebration of the importance of pollinators, and featured a three-course meal of plant-based wonders created by Grocers' Head Chef, Graham Pratt. Washed down with biodynamic red and white wines, it was a different culinary experience – small dishes, but perfectly formed!

The evening was rounded off with an imaginative and powerful talk from broadcaster and presenter David Domoney, who waxed lyrical about some of his favourite pollinating insects and what can be done to help them. It was a fitting end to a great start for an important and relevant project in today's world.

Chris Searle
Middle Warden

WSET Report

The past academic year, ending 31st July 2021, was another landmark year for the WSET, but not always for the right reasons. Covid-19 had a dramatic effect on classroom-based courses, but the introduction of examinations which could be taken on a candidate's own computer – and in their own home – was a game-changer in the 52-year history of the WSET. This, combined with the investment in the WSET's online educational classroom and the implementation of many charitable initiatives to help people affected by the pandemic, resulted in the highest number of WSET candidates ever in a 12-month period. In 2020/21, 108,584 people took a WSET qualification - beating the previous record of 108,531 set in the WSET's 50th anniversary year (2018/19).

From a Distillers' perspective, the growth of the WSET's spirits programmes was particularly encouraging, with nearly 10,000 students taking Levels 1 and 2 in 40 different countries. We have introduced WSET spirits qualifications into Japan, Indonesia, the Philippines, India, Mexico and New Zealand in the past year. The USA remains by far the biggest market for the WSET (in both spirits and wine qualifications) and the introduction of the WSET Level 3 in Spirits has been a fantastic achievement, at a time when training educators to deliver the new qualification was severely hampered by the restrictions of Covid.

The WSET has now moved all its administrative functions into Baden Place – the building it purchased in 2017, just 800 yards from its original site – and the Bermondsey Street premises is now fully devoted to the WSET's London School. Just a month ago, the WSET hosted the first Spirits Business course run by the Worshipful Company of Distillers, and we now also have an events space for hire (at "mates' rates", of course!).

Due to the pandemic, the majority of in-person trade shows and fairs have been cancelled since March 2020, and have been replaced by virtual events, and the WSET also took advantage of digital technology by holding its first virtual graduation ceremony in early 2021.

I am delighted to be able to inform you that 2022 will see a resumption of 'business as usual'. Once again, we plan to fill the Guildhall at the WSET graduation and awards ceremonies on 17th January 2022, with the Master Distiller presenting the Distillers' Prizes and Scholarship to the highest-performing students in the 2020/21 spirits examinations.

Ian Harris
Chief Executive, WSET

Vocational Training and Education

This year, we have brought in the many enhancements and innovations envisaged in a full review of our strategy, based on the 2019 research programme. Quite simply, we have completely redeveloped our vocational training and education efforts to make them more relevant to young people and those joining the industry, and to bring to bear the wealth of knowledge, experience, contacts and goodwill that is available in our Livery.

Starting with our bursaries, these have been oriented to assist more young people to progress with higher levels of achievement in spirits education and appreciation. At the Wine and Spirit Education Trust (WSET), we were able to help 15 students with the foundation course in an upweighted package to support young people during the pandemic lockdown. Scholarships replaced simple prizes and provided further opportunity to study at higher levels or travel and learn in new environments. Longer-term support is also being provided in some cases. For example, at the Institute of Brewing and Distilling (IBD), we now provide two three-year bursaries in the top-level diploma course as well as three places per year on the annual certificate in distilling course. The Entrepreneur bursary, launched this year at the International Centre for Brewing and Distilling (ICBD) at Heriot-Watt University, provides financial support to an MSc graduate to pursue a great idea for a new product or process; we can provide professional guidance on the ideas and aim to support the development of the idea through our network of contacts.

THIS PAGE:
Honing the palate on a WSET course

Mentoring has been a particular success in this first year of the programme. Having started with a small pilot group, this has expanded and we are now supporting a dozen bursary winners with advice and guidance at their request. The aim is to be able to offer this service to anyone winning a Distillers' Charity award, even if a simple contact in the Company, but for most with a longer-term mentoring relationship. We have been assisted in this regard by the very strong response from members of the Livery to our request for volunteers and by the stewardship provided by Clive Bairsto, our Development Director.

When we carried out the research amongst Livery distillers, it was clear that there was an education gap in the commercial aspects of the spirits business. As a way of bridging this among our awardees, a group was formed to create a Business of Spirits seminar. The aim is to bring together the different disciplines to create a better understanding of the principles of brand building, and a very successful pilot has been run with the IBD, reported elsewhere in this issue of The Distillate. Informal meetings with the Marketors' Company provide opportunities for aspiring members of the industry to learn and network in a relaxed environment; the most recent event is reported in this edition, and we look forward to many more in the future.

Altogether, 2021 has been a landmark year, launching a new and exciting approach to helping entrants to our industry – made possible by the new VTE Committee, the support of the newly incorporated Distillers' Charity, our partnerships with qualification partners, IBD, ICBD and WSET, and the enthusiasm of our team of volunteers. We aim to build on this in the forthcoming years to be an exemplary programme as part of our desire to be relevant to today's industry and in line with the ambitions of our Charity and the Company as a whole.

Richard Watling
Chair, Vocational Training and Education Committee

Business of Spirits

If you had trained as a distiller and received the appropriate qualifications, what would you need to know about the business of spirits to enable you to feel confident that you knew how the industry operated?

That was the question that members of the Vocational Training and Education Committee set themselves; working closely with the Institute of Brewing and Distilling, they developed a one-day seminar covering key topics that would meet this brief.

The key challenge would be to include as much as possible in one day without overwhelming the participants. The seminar could act as a springboard from which the participants could delve deeper into individual topics, later using information available on the web.

We also thought that the WCD could offer a unique blend of experience and first-hand knowledge from those who had worked in the industry. The seminar should be entertaining and anecdotal, using real-life examples to illustrate certain points.

Those who were presenting could engage directly with participants during the seminar, as it was designed to allow questions and answers, with ample time during the day to meet and discuss.

A document containing charts and data was sent out to be read in advance, so that time would not have to be spent explaining the detail.

The order of subjects during the day was important; it should have a logical flow. We would begin with an overview of the global spirits market and, within that, a focus on the UK, which is the home market for most of those attending. We would then move onto the question of costings, margins and pricing for bottles of spirits, and then look at category segmentation and consumer segmentation. The final session would focus on new product development and innovation.

We tested these ideas earlier in the year with some IBD students and received some helpful feedback and a clear endorsement that this was something they would find useful.

We believe this seminar fits our education and training remit, and it is not something young distillers could obtain elsewhere. Large companies have their own business training schemes, but they are not always open to members of the Distillers' Company.

There was a high level of interest in the idea from distillers in large, medium and small companies.

The first one-day seminar took place on 7th October in the Distillers' Room at the WSET (Wine and Spirit Education Trust) in Bermondsey Street.

The room was able to accommodate 17 participants and we easily obtained this number for the first pilot event. Indeed, it was oversubscribed.

We asked for feedback, both formal and informal, after the event and were very pleased with the high satisfaction scores for all the subjects covered.

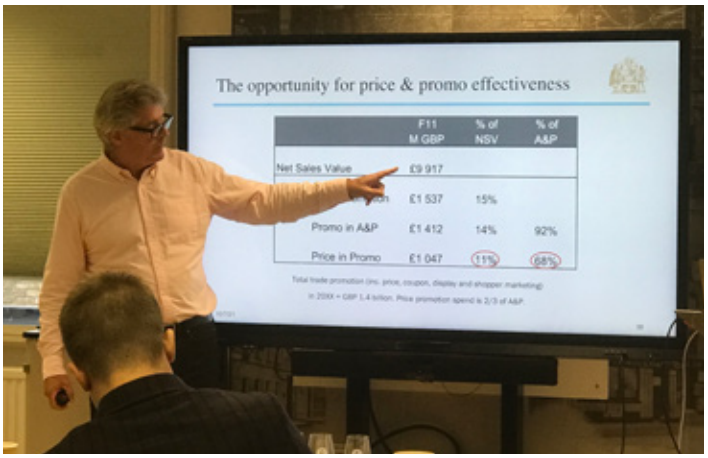
The team that worked on putting the presentation together were Trevor Stirling, Simon Hales and Chris Pitcher, who together provided a global overview and invaluable perspective as long-time City analysts of the drinks trade.

Nick Carr provided detailed information on pricing and costing, Martin Riley and Richard Watling presented on category and consumer segmentation respectively, and Steve Wilson presented on innovation. Thanks are due to all these Liverymen, who gave up their time to put the presentations together and to deliver them on the day.

At the end of the seminar, we invited the participants to have a drink at The Hide bar below WSET and the majority of participants stayed on for another two hours, asking more questions.

It was something the Worshipful Company can be proud of and there is great demand to continue to do this in the future. We will also be working with WSET and Heriot-Watt University in Edinburgh, which have been involved in the project and expressed interest in running a similar seminar with us. There will be another seminar in 2022 with the IBD and we are already working with them on when this might happen.

Martin Riley
Past Master



THIS PAGE:
The inaugural Business of Spirits workshop

Joint event with the Worshipful Company of Marketors

The second joint event between the Distillers and the Marketors took place on 3rd November at London Scottish House in Victoria and was attended by around 80 people.

The panel, composed of two Distillers' Liverymen and two Marketors' Liverymen respectively, was expertly moderated by David Wethey, who officiated at the first event in 2019. The theme of the discussion was Scotch whisky, from niche to global, past, present and future.

The aim was to discuss how Scotch became so globally successful as the leading premium spirit available throughout the world, and whether this extraordinary success can be maintained and expanded today.

The IPMs of both Companies, Kenny MacKay of the Distillers and Lesley Wilson of the Marketors, are both Scottish and justifiably proud of what has been achieved by Scotch whisky producers over the last 150 years. They introduced the event, which originally had been scheduled to take place last year during their years of office, but had to be delayed due to Covid-19 restrictions.

Kenny MacKay made the point that the Scottish military had played a key role in introducing Scotch to different countries in the British Empire during overseas postings. It was therefore appropriate that we were meeting in the impressive Drill Hall at the traditional home of the London Scottish Regiment, with which the Distillers has been associated for over 50 years.

Lord (George) Robertson, an Honorary Liveryman of the Distillers and Honorary Regimental Colonel of the regiment, whose portrait hangs in the Hall, was the patron of the event. He spoke of the regiment's history and his own earlier association with the Scotch whisky industry before becoming an MP.

The panel comprised Ian Taylor of Dewar's Whisky (Bacardi) and Anthony Wills of Kilchoman, a company he founded on Islay in 2005 after working for many years in the wine business.

The Marketors were represented by David Haig, founder and chief executive of Brand Finance, and David Elmer, who worked for Del Monte in South America for many years and had experienced there, first-hand, how Scotch was seen as the aspirational drink and as a symbol denoting success.

The panel discussed a variety of topics put to them by David Wethey, a well-known consultant and business author, and concluded that both distilling and marketing had been key to the category's success. Without quality and versatility, which Scotch whisky clearly has, no amount of marketing could attract so many drinkers worldwide and make them loyal to certain brands. On the other hand, marketing works hard to communicate the benefits, image and aspirations of individual Scotch whisky brands. Many advertising campaigns have been used on an international or even global basis.

THESE PAGES, CLOCKWISE FROM TOP LEFT: Enjoying a debate with the Marketors; At the Lord Mayor's Show; The Presentation of Address; A fine parade float

The complimentary bar was provided by the Scotch Malt Whisky Society, to which both Companies are very grateful. A range of single malt Scotches from across the taste spectrum was available for tasting. The bar staff also served up three distinctive whisky cocktails: the Godfather, Rob Roy and Penicillin. Our thanks go to Liveryman Jan Damen for organising this and for the enthusiasm and engagement of his staff on the night. Their contribution and generosity were greatly appreciated and will enable us to make a contribution to The Distillers' Charity.

The organising team at London Scottish House, the Marketors and in particular Clive Bairsto from the Distillers are to be congratulated for ensuring the night was a great success. There is already talk of possible themes for next year's discussion.

Martin Riley
Past Master

The Lord Mayor's Show

It is not often the Distillers have a Lord Mayor. Our last one was over 150 years ago! A working group was set up in September 2019 to plan for the Lord Mayor's Show in November 2020, when Court Assistant Vincent Keaveny was scheduled to become Lord Mayor. The small matter of a pandemic and a delay of a year merely gave us two years to prepare rather than one.

Alongside the Distillers' entry, a small plan had been hatched very late at night in Basle, Switzerland in October 2018. Past Master Martin Riley suggested to our affiliate, the Zunft zu Rebleuten (the wine growers' guild), that they might like to send their pipe and drum band to the show. Incredibly, the Zunft dealt with Covid-19 testing and personal locator forms and all 53 of them made it to the show – the only overseas entry. The band was superb, including 'Rule Britannia' in its repertoire.

It was only fitting that we hosted the Zunft at a dinner at Saddlers' Hall the night before the show. A great night was enjoyed, with a novel form of a Sloe Gin Loving Cup ceremony suitable for these Covid times.

The day of the show was luckily mild and dry. After breakfast at Ironmongers' Hall, our group of 50 set off from London Wall. The Distillers' entry consisted of a whisky cask being rolled to present to the Lord Mayor at Mansion House, then followed our intrepid cyclists, fresh

from their charitable efforts and looking immaculate in their Distillers' blue Lycra. Next, we were delighted that two pipers from the London Scottish Regiment, Jim McLucas and Andy Parsons, joined us (they would be familiar to many Distillers from their spot at Mansion House dinners). Then came the massed ranks of Distillers, wearing blue barmen's aprons and many carrying blue umbrellas, and finally, the star of the show, a Phileas Fogg-style balloon above another whisky cask on wheels.

It was amazing to see the size of the crowds and a small delay from protestors in the afternoon did not stop a wonderful spectacle. After the parade, we retired with the Zunft members to Ironmongers for a celebratory drink and music.

We were lucky enough to receive very generous sponsorship for the show from many in our industry. However, a special mention must go to Mappin & Webb, which gave each Distiller and Zunft member an inscribed hipflask to remind them of the great day.

Finally, thanks to the loyal members of the working group: Jonathan Driver, Chris Porter, Lorne Mackillop, Chris Hayman, Bryan Burrough, Kenny MacKay, Matthew Russell, Eloise Maxwell, Aaron Jeewood, Ewan Lacey and James Higgins.

Bryan Burrough
Past Master

Presentation of Address to the Lord Mayor

When the opportunity came, for only the third time in our history*, to make a Presentation of Address and Memento to the new Lord Mayor, Honorary Liveryman and Alderman Vincent Keaveny, it is no surprise that the Court chose a spectacular gift: a stunningly beautiful hand-carved wooden casket, made with exquisite artistry by fellow Liveryman Neil Stevenson, that guarded an inscribed silver quaich of generous capacity, by Mappin and Webb, along with three bottles of our finest "Dew" (Knockando 18 year old; Chateau de Laubade Bas Armagnac; and Caol Ila 18 year old).

As one of his supporting Companies, significantly as we approach our 350th anniversary year, the Master Jonathan Driver, Upper Warden Chris Porter, Middle Warden Chris Searle and Renter Warden Lorne Mackillop attended the Silent Ceremony at which the new Lord Mayor was sworn into office.

They were then joined in the Guildhall Art Gallery for the Presentation of Address by Father of the Court, Charles Minoprio, and Past Master Nigel Churton to form the Deputation that made a formal Presentation of Address and Memento to the Lord Mayor.

The wider Delegation also numbered Immediate Past Master Kenny MacKay, Past Master Bryan Burrough, Past Master Martin Riley, Honorary Chaplain Canon David Parrott, our Learned Clerk Edward Macey-Dare and Honorary Steward Jonathan Orr-Ewing.

The ceremony was a colourful and joyful occasion with Liveries, Ward Clubs and affiliated associations filling the magnificent room. Those who were to participate were gowned and adorned with medals, which gave the occasion great dignity.

For so magnificent a ceremony, it was full of good humour, benevolence, wit and charm. The new Lord Mayor beamed with delight at our luscious and remarkable memento. He graciously took a few minutes from the huge champagne reception afterwards to have a photograph with our Delegation and the beautiful box of delights.

** The two previous Lord Mayors from the WCD were George Scholey 1812-13 and John Johnson 1845-1846.*

Jonathan Orr-Ewing
Honorary Steward

given the danger of potentially having to self-isolate for 10 days. However, the Zunft had their own Banquet in Basle a few weeks before and this seemed to restore their optimism for the trip. Even so, 53 Zunft members had to take PCR tests in Switzerland and each had to fill in personal locator forms for the UK. On arrival in London, they then had to take their day two lateral flow tests. Oh, the joys of foreign travel!

We arrived at Saddlers' Hall on the due day, to be met at 6.30pm by a smiling band of Zunft members. They had made it, and so let the fun begin! Saddlers' Hall looked after us wonderfully. We did an improvised Loving Cup routine with Hayman's Sloe Gin miniatures, which caused much amusement. Some excellent speeches were made: Past Master Martin Riley threw in some choice German sentences; Meister Fabian Bebler highlighted that the UK and Switzerland faced similarities of being outside the EU but neighbouring the EU; and our Master, Jonathan Driver, talked about the dinner being a chance to look ahead rather than worry about the difficulties of the past 18 months. The Stirrup Cup that followed the dinner left everyone in great spirits for the Lord Mayor's Show the following day.

The Lord Mayor's Show (13th November 2021)

The Lord Mayor's Show dates back to the early 13th century, when King John rashly allowed the City of London to appoint its own Lord Mayor. He insisted that the newly elected Lord Mayor should come to Westminster and swear loyalty to the Crown, a journey that each new incumbent has made for more than 800 years. A noisy, colourful, joyous procession grew up round the journey - which, over the centuries, has become known as the Lord Mayor's Show - when many of the City organisations, associations, military units and Livery Companies join in to offer their support to the Lord Mayor.

The Distillers' last Lord Mayor was John Johnson in 1845. A working group was set up in September 2019 to plan for the Lord Mayor's Show in November 2020, when Vincent was scheduled to become Lord Mayor. The small matter of a pandemic and a delay of a year merely gave us two years to prepare rather than one.

Alongside the Distillers' entry, a small plan had been hatched very late at night in Basle, Switzerland, in October 2018 (see above) and, in the event, the Zunft were the only overseas entry. The band was superb, including 'Rule Brittania' in its repertoire.

The day of the Show was fortunately mild and dry. After breakfast at Ironmongers' Hall, our group of 50 set off from London Wall. The Distillers' entry consisted of a whisky cask being rolled to present to the Lord Mayor at Mansion House, followed by our intrepid cyclists fresh from their charitable efforts and looking immaculate in their Distillers' blue Lycra. We were delighted that two pipers from the London Scottish Regiment, Jim McLucas and Andy Parsons – who will be familiar to many Distillers from their spot at our Mansion House dinners – also joined us. Then came the massed ranks of Distillers wearing blue barmen's aprons and many carrying blue umbrellas. Finally came the star of the Show, a Phileas Fogg-style balloon above another whisky cask on wheels.

It was amazing to see the size of the crowds and a small delay from protestors in the afternoon did not stop a wonderful spectacle. After the parade, we retired with the Zunft members to Ironmongers for a celebratory drink and music.

We were lucky enough to receive very generous sponsorship for the Show from many in our industry. A special mention to Mappin & Webb, which gave each Distiller and Zunft member an inscribed hipflask to remind them of the great day. Thanks also to the loyal members of the working group: Jonathan Driver, Chris Porter, Lorne Mackillop, Chris Hayman, Bryan Burrough, Kenny MacKay, Matthew Russell, Eloise Maxwell, Aaron Jeewood, Ewan Lacey and James Higgins.

Looking ahead

The Master will be present at a great number of events this year, including the State Banquet and other major events hosted by the Lord Mayor and Lady Mayoress. We will look to support both their charitable endeavours as they emerge during the year, and as a Livery we will be expected to support some of these events in person. In return, we will feature on the Lord Mayor's CV and he will endeavour to attend some of our events in person during our 350th year. More information as it becomes available.

Finally, will we have to wait another 150 years before we become involved with another Lord Mayor, or is there, somewhere within the Livery, an individual working in the City who aspires to be the next Distillers' Lord Mayor?

Industry and Membership Committee

As was the case for many other aspects of the Livery, the activities of the Industry and Membership Committee in 2021 were very influenced by Covid-19 restrictions. Nevertheless, a huge amount of progress was achieved.

The restrictions on physical meetings and face-to-face events curtailed our ability to admit new members. However, by the time The Distillate is published, we will have admitted 16 new Freemen and 15 new Liverymen in 2021, with a considerable number more in the pipeline. Thanks to ongoing work to streamline the admissions process, we hope progressively to reduce the backlog over the course of 2022.

We also welcome three new companies to our Corporate Membership Programme (Campari, Moët Hennessey and Pernod Ricard) to join Bacardi, Brown Forman, Diageo, William Grant & Sons and Mappin & Webb. We should also note that, despite the many Covid-related difficulties, we had no resignations.

Our links to the distilling industry remain robust and vibrant. We continue to work closely with our key industry affiliates (the Institute of Brewing and Distilling, the International Centre for Brewing and Distilling at Heriot-Watt University, and the Wine and Spirit Education Trust) and we look forward to staging some of our most popular in-person events in 2022, such the annual City Debate and Spirits Tasting.

Finally, I would like to thank incoming Middle Warden Lorne Mackillop for all his help in getting me up to speed as committee chairman.

Trevor Stirling
Chair, Industry and Membership Committee

The Past Masters' Committee

The PMC continued to operate both virtually and in person during the lulls between lockdowns.

We were delighted that the Court accepted our recommendation that Paul Finch should be appointed as an Honorary Court Assistant in recognition of all the work he has done to bring communications into the Livery and as editor of The Distillate, which has gone from strength to strength under his leadership. In addition, we also recommended that Julia Thorold should be elected as an Honorary Steward in recognition of her work to support events over the past few years.

Earlier this year, Michael Urquhart was elected as an Honorary Court Assistant in recognition of his work on the Scottish Committee and on being appointed as President of the IWSC for 2021.

At our recent meeting, we dined out our long-serving Secretary David Raines; Douglas Morton has kindly picked up the baton. Martin Riley joined the Committee on standing down as IPM last November, replacing David.

Nigel Churton
Chairman, Past Masters' Committee

THESE PAGES: The Presentation of Address to Vincent Keaveny; Members of the Marketing and Communication Committee on a virtual meeting

Marketing and Communication Committee

Earlier in 2021, Paul Finch stood down as Chair of the Marketing and Communication Committee after many years in which he and his team made incredible strides in bringing Livery Comms forward. This included the development of the website, social media channels, The Distillate and much more besides.

Ewan Lacey took over from Paul, determined to set about ensuring that all the good work that had gone on before was built on.

To share who's who on the M&C Committee and who does what, it is apt to use Paul's catchphrase: "A picture says a thousand words."

The picture is a screenshot of our most recent M&C meeting and shows how seriously the committee members take their work. Not a smiling face to be seen!

Pictured are, starting from top left: Kim Lyons, who keeps everyone organised, and leads email communication and event marketing; Ewan Lacey, Chairman; Clive Bairsto, the keeper of our content calendar and the man who ensures that nothing slips by; and Jonathan Findlay, Development Manager briefing on The Distillers One of One 2021.

Middle row, from left: Georgie Bell, working on a special project to communicate the agreed strat-plan; Aaron Jeewood; who leads on website, does design work and generally lends his talents where required; and Chris Porter (then Upper), sharing with us updates on the 350th anniversary.

Then are Neil Ridley (middle right) and Joel Harrison (below left), who together form the formidable 'Cask Strength' and are using their talents as journalists to cover parts of the Livery year; Helen Cheshire, who is linking M&C activities with the events of the 350th; and Andrew Cox, who has thoughtfully and energetically gripped the digital communications of the Livery and brought it forward tremendously.

Missing from the picture are Damian Riley-Smith, responsible for the fantastic job of organising and also producing the Livery's printed comms, including the magazine in your hand, and Chris Searle, who offers the Committee his considerable wisdom and insight in making sure that our activities are kept in-line.

The team are working very hard on maintaining and, where possible, improving our Livery communications and are very much looking forward to another momentous and exciting year!

Ewan Lacey
Chairman, Marketing and Communication Committee

Alderman and Court Assistant Vincent Keaveny, 693rd Lord Mayor of London

History

In 2002/03, a small group led by the late Past Master (and former Chief Commoner) Christopher Mitchell persuaded the Court that we Distillers were too distant from the Mayoralty and the City of London and needed to make efforts to become more recognisable to the City. One of the ways we could make this happen would be to recruit an Alderman who aspired, if elected, to be the Lord Mayor. It was accepted that this would be a long-term project.

In 2016, the Learned Clerk identified that recently elected Alderman Vincent Keaveny, whose mother company is the Solicitors (of which he was Master in 2014/15), had not yet garnered other Companies around him to give him a wide constituency, which in due time would help his election. We approached him, and he agreed and initially became an Honorary Liveryman. Since then, Vincent has become Under Warden of the Woolmen, an Assistant on our own Court, and a member of five further Companies: the Spectacle Makers, the Stationers, the Framework Knitters, the Upholders and the Security Professionals.

The fact that Vincent's mayoral year will coincide with the 350th anniversary of the granting of our Livery is purely fortuitous - the result of the Covid crisis pushing back his election by one year in order that his immediate predecessor could serve two terms. The Company intends to maximise on this happy coincidence and will be supporting the Lord Mayor closely in his year of office.

Who is Vincent?

Vincent is the first Irishman in 50 years to be elected Lord Mayor. He graduated from University College Dublin with a Bachelor of Civil Law and was called to the Irish bar. Shortly afterwards, he decided upon a change of scenery, moving to London in 1989. In his own words, "London was such an exciting place for a young lawyer – I loved the history and culture and can't do a single thing in the City without learning something new". Three decades later, he is still here, as a partner in the City law firm DLA Piper and with British citizenship to go alongside his Irish one. Vincent is married to Amanda, who spent more than 10 years as a senior Sister in the cardiac care/high dependency unit at London Bridge Hospital. A Liveryman of the Fletchers' Company in her own right, she now volunteers for a number of different charity projects.

The road to becoming Lord Mayor

The first step is to be elected to the Court of Aldermen, and Vincent was elected in 2013 for the Ward of Farringdon Within (as in, within the walls of the City). He then became very involved in the governance of the City and other organisations, so that the Court of Aldermen identified him as a potential future Lord Mayor. To be Lord Mayor, you have to have been elected and served as a Sheriff for one year supporting the Lord Mayor. Vincent was elected by the Livery at the June Common Hall of 2018 to serve as Aldermanic Sheriff in the year 2018/19. He was originally expected to be Lord Mayor last year, 2020/21, but due to the pandemic, the Lord Mayor William Russell served a second year for continuity. Vincent was elected at the Common Hall held on 29th September last, when a number of our Company were there to support and vote for him.

Why get involved?

All Liverymen of at least one's year's standing are eligible to vote at the two annual Common Halls, the first of which is held on 24th June (Midsummer's Day) for the election of the Sheriffs and the second on 29th September (Michaelmas Day) for the election of the Lord Mayor. These elections are held in the Guildhall and are a mixture of pageantry, theatre and old-fashioned elections on the count of hands. This year,

THESE PAGES: Welcming the new Lord Mayor, Vincent Keaveny

as the first supporting Company of the candidate to be Lord Mayor, it was a particularly special occasion and marked the beginning of our relationship with the new Mayor.

In the hope that Vincent would be elected, our planning started some two and half years ago. Our aim was to become very involved in the City and to gain recognition for the Company with the Mayoralty and the City of London Corporation, as well as amongst the other Livery Companies. As a Company, we aim to become increasingly active within the City, thus backing up our other initiatives within the Charity and educational areas. Since Vincent's election, the Master and the Company have been very busy and will continue to be so for the rest of the year.

The Presentation Dinner

Following his election at Common Hall on 29th September 2021, the new Lord Mayor Vincent Keaveny was honoured with a Presentation Dinner for him and his wife, Amanda, at Vintners' Hall on Tuesday 19th October. Hosted by the City of London Solicitors, Vincent's 'mother' Livery, invitations were kindly extended to our Master, Wardens and Clerk to attend on behalf of the Worshipful Company of Distillers.

The Presentation Dinner gives the opportunity for all those individuals, companies and charities who have the closest connections with the new Lord Mayor to attend, as a demonstration of loyalty and intent of support to him and the new Lady Mayoress for their forthcoming year.

Our fellow guests at the Presentation Dinner reflected both Vincent's professional interests and personal passions: the legal, financial and charitable sectors were all well represented by his close business and City associations. Perhaps what is less well known is Vincent's interest in both music and theatre. Among several current roles within the arts sector, he is a director of the Actors Touring Company. His guest speaker was Andrew Haldane, currently CEO of the Royal Society for Arts (and formerly Chief Economist at the Bank of England and a member of the Bank's Monetary Policy Committee).

Our thanks are extended to the Solicitors' Company for our inclusion at what was an excellent and very memorable evening.

The Silent Ceremony

On the day before the Lord Mayor's Show, the new Lord Mayor is sworn into office in the Guildhall. The ceremony is known as the 'Silent Ceremony' because, aside from a short declaration by the incoming Lord Mayor, no speeches are made. The ceremony is witnessed by the Aldermen and City Officers. It is rich in pageantry and history and, although it only lasts some 20 minutes, it is a great piece of theatre. The Lord Mayor in effect signs for and agrees to take care of the goods and chattels of the City. Tickets for the Livery Companies are very limited and we received four, with the Master and three Wardens in attendance to support the new Lord Mayor's accession.

The Presentation of Addresses Ceremony

Following on from the Silent Ceremony, the Presentation of Addresses Ceremony takes place in the Old Library at the Guildhall, where representatives of those organisations which have direct associations with the Lord Mayor and Sheriffs present them with gifts to celebrate their respective years in office.

In recognition of the new Lord Mayor being a Distiller, it was decided to present him with the three Master's casks: a special bottling from years past of a Knockando 18 Years Old and Caol Ila Single Malt Whiskies, together with a bottle of Armagnac Aubade, all presented with a beautiful engraved silver Quaich supplied by our corporate affiliate Mappin & Webb.

To house the gift from the Distillers, Liveryman Neil Stevenson of N.E.J. Stevenson, cabinet makers to the Queen, made a magnificent carrying case in French walnut with a burr walnut circle. Despite the scale of Neil's company, he made the cabinet himself complete with a magnificent carved rendition of the Distillers' 350th anniversary logo – the first outing since the Upper Warden (and now Master) Chris Porter completed its design.

The Distillers' Deputation (comprising the Master, the three Wardens and Past Masters Minoprio and Churton) personally delivered the chest to the Lord Mayor at the ceremony; the gift stole the show and there was a spontaneous round of applause from all those attending.

We subsequently received the following note from Vincent:

"Thank you all very much for the thoughtful and generous presents you have given me this afternoon and for coming to Guildhall today to make the presentations in person. Amanda and I will cherish these gifts, as a reminder of this special day and of the fond memories and valued association we have with your organisations. We very much appreciate your friendship, kindness and support you have shown us in the past and your good wishes for our year in office."

Saddlers' Hall Dinner (12th November 2021) – the night before the Lord Mayor's Show

Many Liverymen are unaware of our connection with the Zunft zu Rebleuten (the Swiss guild of winegrowers based in Basle). Past Master Chris Hayman was initially introduced to them and Past Master Brian Morrison was our first Master to attend the Zunft's October Banquet in Basle in 2013. The Banquet is a long affair, starting at around 4pm and ending in the early hours. There is a lot of drinking and toasting, as one would expect. Their initiation for a new member of the Zunft is for them to drink 700ml of white wine from a silver wolf 's head and then turn it upside down over their head to prove it has all been drunk. Perhaps we should do the equivalent with spirits for new Liverymen…!

The Zunft itself was formed between 1364 and 1366, making it a mere 300 years older than the Distillers. The guild was initially for the winegrowers in the Basle region but now has a very diverse range of members, including two gin distillers.

As our affiliation has grown over the last few years, the Zunft's Meister is invited to become a Freeman of the Distillers. Edi Etter was the first incumbent and has now progressed to become a full Liveryman. Edi has since been succeeded as Meister by Fabian Bebler, who has become a Freeman of the Distillers.

In October 2018, Martin Riley was Master of the Distillers and over in Basle for the Zunft's Banquet. Martin mentioned to Fabian Bebler that Vincent Keaveny was due to become the Distillers' first Lord Mayor in over 150 years, in November 2020, and Fabian excitedly suggested bringing the Zunft's pipe and drum band over for the Lord Mayor's Show. The Zunft had been to the Show around 10 years previously, with a number of other Swiss Guild bands. Thus, the course of events was set in motion which led to our dinner with the Zunft at Saddlers' Hall on 12th November 2021. The eagle-eyed amongst you will have spotted that the trip was delayed by a year due to Covid-19.

As November 2021 approached the Zunft members were slightly reticent about coming to the UK,

View from The City

What a difference a year makes. This time last year, the drinks world was still struggling with the fall-out from Covid-related restrictions. Profits for Diageo and Pernod Ricard in the first six months of 2020 were down more than 40% compared to 2019. Infection counts were rising and after a summer of hope and cautious reopening, restrictions were being tightened. Little did we know that Boris was going to cancel Christmas.

Today, the global spirits industry has staged a remarkable recovery. Travel retail is still depressed, severe restrictions remain in place in much of East Asia, and in the first quarter of 2021 much of the European on-trade was still closed. Even so, sales for six months of 2021 were higher than 2019. In the third quarter of this year, the recovery has been even more pronounced. Campari's sales in the third quarter of 2021 were an astounding 27% higher than in the same period in 2019. Diageo does not report quarterly results; but both Pernod Ricard and Rémy Cointreau were up more than 10%.

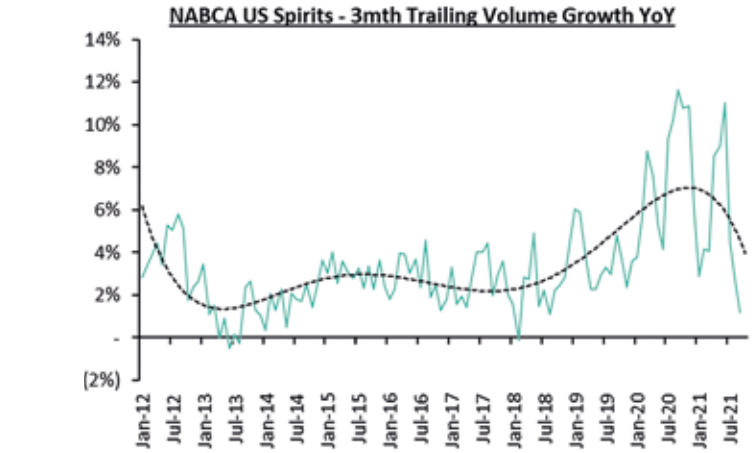
So, what has driven this remarkable turnaround? The first major factor is that the off-trade has been surprisingly resilient across the world, most notably in the United States. Secondly, in many countries, there was a pent-up demand to reconnect with friends and family post-lockdown, a trend which Campari CEO Bob Kunze-Concewitz described as "revenge conviviality". China, which is a major engine of growth for many companies, recovered remarkably strongly, even if it still suffers from episodic local lockdowns.

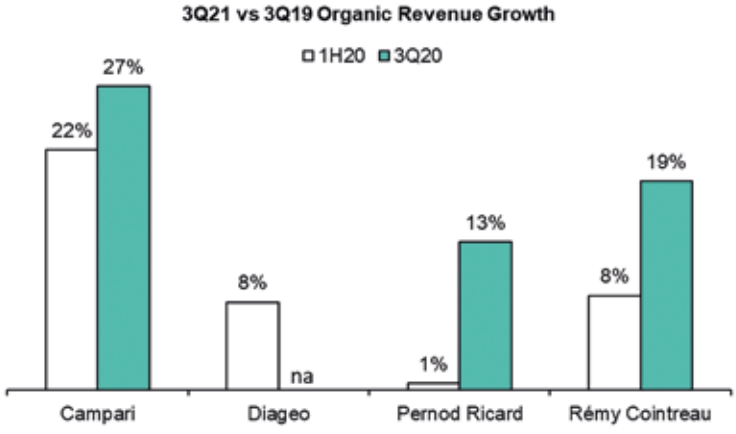
Probably the single biggest factor has been the strength of the US spirits market. During the country's lockdown, there was a surge in at-home cocktail making. Consumers who may have previously only drunk margaritas in a bar discovered how easy it is to recreate their favourite cocktails at home. This has driven a major increase in the volume of spirits consumed in the USA. Volume growth has been running at around 2-3% per annum for almost 20 years, but during lockdown it surged to peak at 10%, with tequila and cognac being the biggest-winning categories.

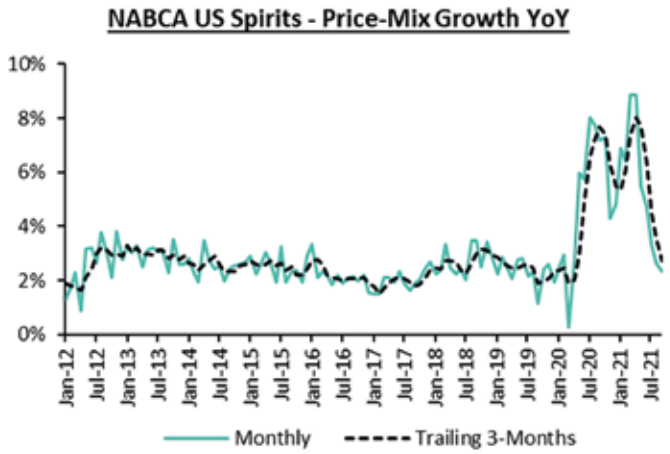
As well as a volume uplift, there was a major increase in trading up. Pre-Covid, the average price of a bottle of spirits consumed had been rising at around 2-3% per annum, roughly one third from pricing and two thirds from consumers trading up. During Covid, the combination of price and mix peaked at 8%, almost all driven by trading up. Many consumers in well-paid jobs, now working from home, saw an increase in net disposable income, as they were no longer paying to commute and unable to eat in restaurants or take expensive foreign holidays. A proportion of that increased income was spent on higher-quality spirits.

This situation begs the question: how much of this will stick? Our hunch is that the volume gains are here to stay. Once you have learnt how easy it is to make many favourite cocktails at home, there's no going back. However, there is more risk on premiumisation. When consumers go back to bars and have to pay on-trade mark-ups for their new-found taste in better booze, will they be tempted to revert to prior bar calls? One to watch.

Trevor Stirling
Chair, Industry and Membership Committee







Spirits and Wine Committee

Along with all other Livery Companies, the WCD has had a very quiet time with regard to alcohol these last 18 months. With an absence of events, the committee members have had to spend time pondering their navels, with the occasional tasting of the wine stocks held at Davy's just to make sure all is well! I can report that all of the stocks were in fine form and that, with the start-up of events since July, they are being put to good use!

The drinks industry has been through some big changes during the Covid-19 pandemic, with the wine industry reporting double-digit growth in home drinking against the annual decline seen over the past 10 years. Spirit consumption also remained strong, with gin especially doing well.

The 2021 harvest is awaited with some trepidation, with the frosts and impact of the weather during the year, and there is no doubt of price pressures. The committee will be redoubling its efforts to ensure that we serve quality and value wines at our functions, which may see the appearance of products from non-traditional areas. Watch this space!

Allan Cheesman
Chairman, Spirits and Wine Committee

2021 Membership Survey Results

Objectives
To find out the current views and opinions of Liverymen and, where possible, compare the results against the 2017 survey.

Design and methodology
The electronic survey was emailed to 350 members. More than 150 members responded; 43% is a statistically relevant sample. Of those who responded, 55% had joined in the last 10 years and more than 30% were aged under 55 – a younger skew than in 2017. There were also more than 600 open-ended verbatim comments.

Overview

- Not surprisingly, the three highest scores for professional skills were:
  - General management;
  - Marketing;
  - Sales and distribution.

- The top three reasons for joining the Livery were:
  - To connect with the industry;
  - An honour to be a Liveryman;
  - Networking.

- 96% of new Liverymen responding said it had met or exceeded their expectations.

- When asked to describe how they felt about the Livery, the highest scores (in order) were:
  - Welcoming;
  - Charity orientated (more visible work to do with the needy and underprivileged);
  - 50/50 for staid vs modern and progressive;
  - Over 50% thought the Livery helped careers and provided vocational training;
  - Just under half thought it expensive;
  - 43% thought it exclusive, 33% cliquey.

- Most interesting activities:
  - Overwhelmingly, formal lunches and dinners;
  - Distillery and vineyard trips (Liverymen want more of this);
  - The Gin Guild;
  - Fundraising;
  - Sports clubs.

- Is the Livery at the heart of the spirits industry?
  - Some thought the spirits industry is the heart of the Livery, not the other way around. There is low awareness of the Livery in the big corporate companies, other than at board level. Livery purpose is not understood in the industry, but 80% thought it was a good vision statement.

- Over 90% were aware of the Livery vocational programme and over 85% thought the Livery was relevant to the current generation of industry executives.

- 45% of members rarely or never visit the website, and 66% rarely or never visit social media platforms. The Clerk's emails were the preferred method of finding out "what's on", along with printed materials.

- The Liverymen are very proud of our links with our military affiliates, but members were unclear about how these associations fit into Livery life.

- There was an overwhelming response that charity is at the heart of Livery life, but not the sole reason for membership. Some commented that charitable giving is very personal, and that charity is a balance – it is not only about giving money, but also your time. Members wanted to know more about how their donations are spent and if there is consultation about other charities that might be relevant.

- Many members expressed an interest in regional events and a feedback forum for capturing good ideas (social media blog). Hard to get to know people at events, especially if you are new (some suggested name tags). Some mentioned that the Livery can be expensive for younger members, with fees, expensive events and increasing demands on charitable giving. Many found it difficult to express the purpose of the Livery in no more than 50 words.

Key Findings Summary

- Many improvements since the 2017 survey.
- Many more responses from younger and newer members than in 2017.
- Livery awareness still low within the industry, but getting better.
- Need a younger, more diverse membership to remain relevant.
- Vocational training programme hits the spot.
- Need to do a better job on digital messaging and increase website traffic.
- Engage more with younger Liverymen: what do they want?
- Military affiliates not understood.

Recommendations

- Disseminate the survey results and build into the strategic plan.
- Appoint a coordinator to manage regional events.
- Raise awareness of the Livery within the industry.
- More measurement around charitable donations.
- Raise awareness of our military affiliations.
- Introduce a process for new member introductions.
- Less expensive, less formal events.
- Market our website and social media platforms.

We are most grateful for your feedback to the survey. As a result, many of the recommendations have already been implemented.

Paul Finch
Honorary Court Assistant

Gin Guild – *Not just ANY industry body, this is the GIN industry body*

In their first live event since October 2019, more than 80 members plus guests attended the Gin Guild installation at Mansion House and the Distillers' banquet that followed. All those present relished the opportunity to meet colleagues in the industry once again.

Having completed her rather mixed (live and virtual) two-year term as Grand Rectifier, Dr Anne Brock handed over the titular role to Lesley Gracie, Master Distiller for Hendrick's, from William Grant & Sons.

A number of key brands are still operating on an "urgent and essential travel only" basis, so numbers were a little down on previous years. There are already a dozen booked for installation at the Gin Industry Annual Dinner at Guildhall in May 2022, which promises to be a bumper event.

Part of the work by the Guild is to support brands through information and guidance (available on the Guild's website), and to address brands which market products that do not meet the category requirements for gin and that seek to play fast and loose with the protected gin category. The Guild and its partnership trading standards authority have taken steps to address both of the examples shown, where brands have tried to create a 'word image' and reference "gin" without using the conventional spelling. Their products are not (gin) category compliant, as in neither case does the product meet the regulated category requirements.

In respect of further work relating to the low-alcohol product CleanGin (now marketed as a no-alcohol product under the name CleanG), settlement has been agreed between the Gin Guild and Clean Co Ventures Limited following the application to the Trade Mark Registry by the Gin Guild objecting to the use of Clean Gin for a product which is not within the defined and regulated category for Gin as set out in legislation, and reflecting in any event that Clean Co no longer trades using that name.

The Guild will continue to address beverage brands that breach the regulations intended to ensure that no product branding and description should use, by name or inference, a spirit category defined and protected by legislation unless that product fully meets that regulated (gin) category specification.

DEFRA's senior policy adviser of food information labelling and spirit drinks at the Food Chain Directorate has confirmed: "…whilst DHSC [the Department for Health and Social Care] are preparing a consultation on no and low alcohol terms, there are no plans to amend the spirit drinks regulations to allow for the use of spirit drinks categories where the drink does not meet the definition of the drink, unless used in a compound term or allusion where all of the alcohol originates from the spirit drink being used in the name (e.g. gin and tonic)".

Nicholas Cook
Director General, Gin Guild

THESE PAGES: The Gin Guild welcomes Hendrick's Master Distiller Lesley Gracie as Grand Rectifier; The Gin Guild has taken a strong position against 'gin' products that do not meet category requirements; Vincent Keaveny, the new Lord Mayor

Interview with Vincent Keaveny, Lord Mayor

Alderman Vincent Keaveny is the 693rd Lord Mayor of the City of London, and the first member of the Worshipful Company of Distillers to hold the illustrious office since John Johnson in 1845. Liverymen Neil Ridley and Joel Harrison caught up with him during his busy first week in the role to discuss his plans for the City and his wider interests.

Vincent Keaveny is undoubtedly a man on a mission, and yet one who is clearly not dispossessed of the smaller rigours of everyday life. Barely a week into his new role – which begins with 7am media sessions, followed by back-to-back calls with international ambassadors, meetings with business leaders, conference speeches, formal lunches, and dinners finishing in the small hours, as well as the inconvenience of often requiring around four ceremonial outfit changes across the day – we find ourselves discussing seemingly the most trivial of things: the humble garnish for his favourite tipple, the G&T.

"Unsurprisingly, I haven't quite found the time yet to pop down to Tesco on Cheapside to pick up a few basic bits for the fridge at Mansion House [his current residence], including a lemon and lime," he smiles.

And who can blame him? Given that the weekend before marked his inauguration, and the triumphant return of the Lord Mayor's Show in its full pageantry, it's remarkable he has found the time to focus on anything but the job in hand.

Keaveny's appointment comes at a somewhat uncertain time for the City, in a post-Brexit and post-pandemic world, but it would be difficult to find a more positive, inspiring and confident person for the role. Since being elected as Alderman for the Ward of Farringdon in 2013, and serving as Sheriff between 2018 and 2019, he has seen the City go through arguably one of its most challenging periods in recent memory, so witnessing the streets full of people celebrating the recent Mayoral parade must have been a powerful moment for him.

"It really was hugely powerful," he explains. "It certainly sent a very strong message to the world, saying 'we're back and open for business' – especially to the 30 or so international ambassadors in attendance. The same goes for the Lord Mayor's Banquet, where we had 680 people from all over the world in the Guildhall … The sheer energy in the room and the delight that people had at being part of an event of that scale once again was really inspiring."

The role of the Lord Mayor is effectively split into two distinct elements, both of which Keaveny is hugely passionate about. "On one hand, there's the 'global ambassadorial' part, which sees all Lord Mayors promote the financial and tech services of the City," he explains. "The significant part of the deliverable in my term will be to reconnect with people 'in person', to actively make stuff happen again in real life (rather than virtually) and get back out on the road internationally."

"Alongside this," he continues, "every Lord Mayor has a theme which helps them frame the year, and mine is 'People with Purpose': looking at social mobility and the progression of people from more diverse backgrounds into greater roles, particularly the City's financial sector. It's really something we need to fundamentally address in every industry, from pharmaceuticals to drinks, creating a more positive environment for employees and giving employers the tools necessary to develop the careers of those from underrepresented backgrounds, focusing on performance, not polish."

"Change won't happen overnight, but hopefully by implementing the structure we are working on [as Lord Mayor and as co-chair for a government task force set up to target the issue], we'll see greater diversity flourish over the next 5 to 10 years."

In the post-Brexit transition, Keaveny believes the City is beginning to become "a much more nimble place", which will continue to offer a huge amount of opportunity for collaboration with our European partners. As the first Irish Lord Mayor in 50 years, we wonder if he is also keen to see the City develop greater ties with Dublin.

"Despite the political difficulties we're seeing at the moment, one of the things I think I can do as Lord Mayor is to emphasise and focus on the positive relationships between our countries, which is probably really more important than ever. The social, sporting, food and drink and other cultural things we enjoy, celebrate and occasionally commiserate together," he explains. "I shall be at Twickenham in March [for the penultimate round of the 2022 Six Nations Championship between England and Ireland] and I will unashamedly be wearing the green jersey," he laughs.

Our talk turns to the wonderful history of the Livery Companies – an area of City life which Keaveny is equally passionate about, sharing an association with no less than eight different Companies including the Woolmen, Stationers, Spectacle Makers and, of course, Distillers. So how did his connection to the Company come about?

"I became a member of the Solicitor's Company about 20 years ago, and was introduced to the Distillers by a mutual acquaintance, whereby I was interviewed by several Past Masters over the course of several gin and tonics," he says with a smile. "At the point when I said 'one more for the road, gentlemen?' I think it became apparent we had a mutual interest in distilled products!"

He continues, "I'm very keen on Companies which have a strong link to history and heritage. The Distillers is an ancient company which still has a thriving trade, which is really important for the UK. Although one of my primary roles is to travel around the world promoting the financial sectors of London, what's wonderful to see is that our gins, whiskies and other distilled products are very much enriching our history."

Would he say that gin would be the go-to drink for relaxing back at Mansion House after an event-filled day?

"Absolutely," he beams. "A well-made gin and tonic is a real life-enhancing beverage, without doubt, but I'm also a huge fan of whisk(e)y, both Scotch and Irish. There's certainly a time and a place for them all!" We'll certainly drink to that and raise a brimming glass of botanical delight to, arguably, London's most in-demand man.

Neil Ridley

THESE PAGES, LEFT TO RIGHT:
On an exercise with 603 Squadron; Jonathan Driver visits 825 Naval Air Squadron; HMS Montrose

603 Squadron Report

The squadron has continued to have an extremely busy year, with RAF Police personnel being mobilised at RAF Brize Norton to continue providing air transport security until September. In June, the squadron welcomed phase 1 trainees to their first four-day training weekend at MOD Caledonia. This was followed by a second four days at Leuchars Station. This training introduces the entrants to the basics of the military way of thinking and acting. They get instruction in basic drill manoeuvres, air power, human factors, leadership and the Reservist career paths. This was followed up with phase 2 training, much of which was spent at Castlelaw Ranges in the Pentlands, where entrants developed the basic infantry skills needed to defend air assets on the ground. This includes target finding, patrolling, discipline in the field (i.e. looking after yourself and your kit), and camouflage and concealment.

August saw 603 Squadron carry out Project Forth, an interactive day with Boogie and Arlene from Forth One's 'Boogie in the Morning' radio show. The drive behind this was to raise awareness of the squadron and what it does, to help recruitment. During the day, the duo carried out various RAF Police tasks (personnel safety training and air transport security) and RAF Regiment tasks (camouflage and concealment, and shelter building). If you haven't heard it on Forth One, there is a video available to watch here: ***tinyurl.com/603Forth1***

Once the rules allowed, the focus was on the 15-day ACT (Annual Continuous Training). The RAF Regiment went to RAF Lossiemouth and Kinloss Station, and the RAF Police went to RAF Boulmer to carry out on-the-job training and live support to the station. The focus for the RAF Police reservists was law enforcement capabilities, which covered impaired driving protocols as well as training on insecurities, patrolling, major incidents and investigations.

On 8th September we were delighted to welcome 603 Squadron Leader Derek Read to the Worshipful Company of Distillers' Scottish Dinner, which was held at the Signet Library in Edinburgh. This was a superb event with over 160 people and we were delighted to have so many liverymen, friends and affiliates back together after such a long absence.

In late September I was honoured to be invited to the Regiment's annual training camp (Exercise Readiness Bull) at Kinloss Barracks. Here RAF Regiment Reservists from 603 Squadron joined with four other squadrons to carry out an ACT camp in Moray. Over five days, they undertook a deployment exercise, practising and honing various tactical skills including patrolling, tracking, battlefield first aid, CBRN defence, observations posts and control of entry. While there, I was also delighted to be present when our liaison Flight Lieutenant Ross McElhinney, Adjutant, 603 City of Edinburgh Squadron, was honoured with a commendation for this work and for going above and beyond during the Covid-19 pandemic. This award was presented to him by Honorary Air Commodore, Air Marshall Sir David Walker KCVO OBE DL.

Since the summer, the main effort for 603 has been to support the Scottish government's request for support to the Scottish Ambulance Board.

The Master Visits 825 Naval Air Squadron

On 21st July the Master and Liveryman Simon Collins attended the 825 Naval Air Squadron Wings Parade at RNAS Yeovilton in Somerset. 825 NAS is one of our military affiliates and we have a strong relationship with them.

The Wings Parade marks the culmination of more than three years' training to become qualified pilots and observers in the Wildcat maritime attack helicopter. This included recent deck landing qualification in HMS Prince of Wales, the Royal Navy's newest aircraft carrier. Wings were presented by Rear Admiral Martin Connell who is the head of the Fleet Air Arm. 825 NAS trains both Wildcat aircrew and engineers for the Royal Navy and there are currently two ex-Commanding Officers as Liverymen!

The parades happen twice a year and are an excellent opportunity for other awards and medals to be presented. The Distillers' Prize is presented to the engineer who achieves the best results in their training to receive their Certificate of Competence to Supervise Aircraft Maintenance, which is a major milestone in a young sailor's career.

The Master had the honour to present the trophy to LAET Scarlett Purdy, a deserving winner whose citation was exceptional. It was great to talk with her after the parade and hear how she loves her job and is determined to progress further in the Royal Navy. Our ability to support such motivated and capable young people is a key element of having military affiliates and it was a delight to be a part of what was an excellent and enjoyable day.

The parade finished with a champagne reception and a flying display, as well as an opportunity to meet serving officers and sailors and their families. The Master even managed a pose next to a Wildcat helicopter – a great day all round.

The next parade is expected to be in March/April 2022 and there will be spaces available for other Liverymen to attend should they wish to learn more about one of our military affiliates.

Simon Collins
Liveryman

HMS Montrose Report

We are pleased to announce that Commander Oliver Hucker (Royal Navy), who until recently was the Commanding Officer of HMS Montrose Port, has been awarded The Queen's Commendation for Valuable Service (QCVS) in the recent Operational Honours and Awards List. This is in recognition of his outstanding leadership of HMS Montrose, our affiliated Royal Navy warship, during a period of continuous operations in the Middle East.

The QCVS is a civilian and military award that recognises meritorious service during or in support of operations. Established in 1994, it is an emblem of silver oak leaves and is worn alongside a recipient's medals.

The City of London Livery Companies have a particularly close and long-standing relationship with the UK's Armed Forces, one that continues to flourish in the 21st century through the plethora of Livery Company affiliations with ships, shore establishments, regiments, squadrons and other military formations. Historically, Livery Companies could be found funding the equipment of military units and hence the strong links with the Armed Forces.

Livery Companies have a vital, and much appreciated, role in supporting numerous regiments, ships,shore establishments, air stations and units in the Royal Navy, Army, Royal Marines and Royal Air Force. The ways in which the City and the Livery Companies support the Armed Forces are as numerous as they are diverse, but they are all important and forge bonds that have lasted for generations. Where there is an obvious trade, craft or professional relationship between the Livery Company and their associated military units, the relationship will often extend to career mentorship, training, examination and awards for excellence presented by the Livery to serving or reserve members of HM Forces.

Affiliations are formed to provide support and appreciation for HM's Armed Forces as they guard and protect us. There is much interaction between Companies and Affiliates such as the granting of awards, exchange of visits, joint activities and dinner guest attendances. Welfare grants are often made by Company charitable funds.

The Worshipful Company of Distillers has four Affiliations: HMS Montrose; 825 Naval Air Squadron; A Company London and Scottish Regiment; and 603 Squadron.

HMS Montrose is a Type 23 Frigate and is primarily an anti-submarine ship, but is highly adaptable and is ready to take on tasks from anti-piracy patrols to providing humanitarian aid. Montrose has a highly sensitive suite of radars which allows the ship to track aircraft and missiles up to 120 miles, and a missile system with a 20-plus mile range. She is equipped with sonar to detect submarines and a Wildcat helicopter armed with missiles, torpedoes and depth charges, which means, if she has to, she can take the fight many miles away from the ship. The ship's motto is, "Mare ditat rosa decorat" (the sea enriched but the rose adorns).

HMS Montrose is currently on patrol in the Middle East.

Simon Collins
Chair, MALT

A (London Scottish) Company, The London Regiment

A (London Scottish) Company had a hugely busy start to the year. In line with guidance at the time, all training was delivered remotely. However, not everything was undertaken in a "virtual world" and many of the soldiers and officers deployed on courses and training opportunities with the Foot Guards, ranging from tactics courses in snowy Brecon to supporting the Foot Guards on (equally snowy) battle camps in preparation for future potential deployments.

Sunday 31st January was a particularly important date for A (London Scottish) Company, which marked the change of headdress from Tam O Shanters and Balmorals to the Guards' beret and London Regiment cap star. This reaffirmed the Company's commitment as a leading sub-unit in the London Regiment, the Guards' Reserve.

After three years in command, we bid farewell to Major Jamie Barklem, Officer Commanding A (London Scottish) Company, at the end of spring. Jamie, who is also a Liveryman of the Company, has played a key role in the strengthening of our affiliation and we wish him well as he moves on to his next role. As this issue of The Distillate is published, Major Barklem is on operational deployment in Iraq and we hope to hear more about this on his return – watch this space for an article on the website, or an evening seminar.

As Jamie departed, we welcomed Major Monty d'Inverno as the new OC. Monty and his wife, Sarah, a Major in the regular Army, were the Company's guests at Mansion House in October and planning is well underway for a series of joint activities in 2022. The Master was only one of a handful of external guests at A Company's Halloween Dinner at the end of October, which is one of the most significant dates in the Company's annual calendar.

We closed out the year with the Master, the IPM and myself attending the London Scottish Church Parade on Remembrance Sunday, which sees the Company march through the streets of London before a service of remembrance at the Church of Scotland on Pont Street.

Overall, I can report that our affiliation with A (London Scottish) Company is in good health – STRIKE SURE!

James Higgins
Court Assistant and
London Scottish Liaison

Installation Ceremony

On a crisp and clear November evening in the City of London, the Installation Dinner for the new Master was held in what has been another interesting year for the Distillers' Company.

With the evenings continuing to draw in at pace, it was already dark when the clocks at Vintners' Hall chimed in the 18th hour of the day to a packed room of Liverymen, assembled there to witness the annual change of office holders.

The preceding hour, as is usual, saw a number of new Liverymen taken their final steps to joining the Distillers, and their first taste of life in the Livery was to enjoy a thoroughly entertaining yet wonderfully historic ceremony, which saw (now Past) Master Jonathan Driver hand over duties to the incumbent, our new Master, Chris Porter. The ceremony also welcomed the Master's wife, Alison, as the new Mistress Distiller.

Jonathan Driver, as the new Immediate Past Master, watched on as Chris Searle, Lorne Mackillop and Nick Carr were installed as Upper, Middle and Renter Wardenrespectively.

The Immediate Past Master's year was summed up in an entertaining speech by Past Master and Father of the Court, Charles Minoprio, which managed to stay lighthearted while highlighting the incredible work done in a very difficult year. Rarely does a speaker manage to fit in references to both C.B. Fry and Henry V's adventures at Agincourt, but such was the dexterity of the speech from the Father of the Court that at times it raised more than a titter from the assembled crowd, while having a heart of weighty appreciation for the Immediate Past Master's contribution to the Company, both fiscally and structurally. The Immediate Past Master's efforts were rightly rewarded with rapturous applause from the assembled gathering.

In his own speech, the Immediate Past Master summed up his time as Master, referring to a year like no other as the first ever Master to be appointed at a virtual ceremony.

This was followed by our new Master making a short speech about his aims while in post, much more of which you'll hear about in these pages and beyond. It is sure to be an exciting year under the stewardship of Master Porter. Three cheers (and one for luck) were called, and adhered to with gusto by all in the room. Onward to the dinner!

Pre-dinner distilled drinks (Dockyard Gin and Tonic, Highland Park 12 Year Old Single Malt Scotch) or a glass of undistllled and sparkling Pol Roger gave an opportunity for Liverymen new and old to become acquainted and for guests to sample the Distillers' warm welcome.

Having taken our places at dinner, the meal was preceded by the ceremonial toast to the new Master, given by his immediate predecessor. A wonderful grace followed from our Learned Clerk, Edward Macey-Dare (standing in for the sadly absent Honorary Chaplain) who noted, to great laughter, that we needed to be careful whilst feasting to drink plenty of water, as we no longer had a Driver, but only a Porter!

With the taste of Macallan 10 Year Old Single Malt fresh on the palate, it was time for our culinary journey through smoked salmon, rump of lamb, a Welsh rarebit savory, vanilla cheesecake and coffee. The wine pairings were exceptional and, of course, it was back to distilled spirits at the end with a Benromach 15 Year Old Malt.

There then followed the Loyal Toast to the Queen (with a rousing rendition of the first verse of the National Anthem, accompanied on the piano by the Learned Clerk), the Royal Toast (to the other members of the Royal Family) and a toast to the newly minted Lord Mayor, our very own Honorary Liveryman and Court Assistant Vincent Keaveny.

We enjoyed excellent speeches from Liveryman Andrew Cox as our Company Speaker, and Liveryman Nicholas Abell responding on behalf of the guests. Whilst it is unusual to a hear speeches from two Liverymen, it was a great pleasure nonetheless.

As is the usual custom following the dinner, Liverymen and guests retired for the Stirrup Cup with the Master, and more of the Company's warm hospitality. What a pleasure it was to be back together again for dinner.

Joel Harrison

Meet the New Master – *Chris Porter*

I have been a Liveryman since 2000. I am proud and privileged to be your new Master and my wife, Alison, is honoured to become the new Mistress. We are really looking forward to our year.

My career in the drinks industry has been as a specialist freight forwarding agent to UK wine and spirits companies, importing and exporting – it's been an interesting year! I have also been a long-time supporter of drinks industry-related charities and have been both Chairman and CEO of The Benevolent (now The Drinks Trust).

I would like to pay tribute to my predecessors, Immediate Past Master Jonathan Driver and Past Master Kenny MacKay. Both their years were decimated by Covid-19, with few events possible, yet both managed to take our Livery forward strategically and delivered energy throughout very difficult times. Their leadership in lockdown provided the platform for where we are today.

I am very fortunate that my year has coincided with us finally being able to make plans once more. We have a year full of events to enjoy, both formal and informal and I hope to see and meet as many of you as possible throughout my year. Details of all these will appear on the Company's website and circulars from the Clerk's office.

2022 is a very special and significant year for the Distillers. It marks the 350th anniversary of our Worshipful Company being granted Livery status by the Court of Aldermen in 1672. From that point, and ranked 69th in the order of precedence, we took our place alongside the other existing Livery Companies of the day. We could vote and take part in civic ceremonies and support the work of the Corporation of London and the Lord Mayor. It also meant that we could become a focal point for the nation's spirits industry.

350 years later, this spirit is more alive and well than ever, delivering our key strategic charitable, educational and industry goals.

My year as Master will be a celebration of this milestone, what it has enabled us to achieve, and the opportunities it presents to us for the future.

The theme for my year is my Master's 350th Anniversary Appeal – '£350 For The 350'. I am appealing to the 350 members of our Livery to each raise £350, with a target total of £122,500.

There are a range of suggestions for fundraising ideas. There's a toolkit available on our website to help plan events or activities to achieve this target. Whether as an individual, a group, or on a corporate basis (you are, of course, not limited to just £350!), the simple idea is to celebrate our Livery by raising £1 for every year of our Livery's existence. With your help, we can do this!

The money raised from '£350 For The 350' will go to the Distillers' Charity (as restricted funding) and will be distributed amongst our charity beneficiaries, The Drinks Trust, the Alcohol Education Trust and the Lord Mayor's Charitable Appeal.

We will be staging a Treasure Hunt in April, a Master's Picnic in July, as well as challenging other Liveries to inter-livery petanque and golf matches. There is a lot of fun to be had, money to be raised, and the prospect of drinking some seriously good product along the way!

To promote the appeal message, I will be visiting one distillery in each month of my year – six in England, six in Scotland – and I'll be collecting a very special bottle from each. All 12 bottles donated from my visits will then make up a very special Master's Case for the 350th, which will be auctioned shortly before the end of my year. I will be messaging you from each distillery each month, alongside an appeal update, mentioning individuals and ongoing company fundraisers and telling you about our forthcoming events.

This year is even more significant, given that our very own Honorary Liveryman (and fellow Court member), Alderman Vincent Keaveny, has been installed as Lord Mayor - our first since John Johnson in 1845. We look forward to working closely with Vincent throughout his mayoral year. The Distillers were very proud to have been a part of his Lord Mayor's Show on 13th November and, as you can see from the pictures, we had a lot of fun too!

The highlight of our events to celebrate our anniversary will, without doubt, be the 350th Anniversary Banquet, which will take place at The Guildhall on 15th June 2022. I am delighted that Vincent will be in attendance, together with the full Shrieval party, on what will be a very special and historic night for our Livery.

We have more people joining our Livery than ever before. The average age of our Livery is decreasing steadily as we recruit more young, dynamic players in the vibrant and increasingly diverse distilling industry of the 21st century.

In my 20 years as a Liveryman, I have seen the development and the astonishing level of work that the Livery has done to become the progressive, engaged, forward-thinking unit that we are today. We have never been in better health. The 350th anniversary recognises and celebrates this, the present and the future, made possible by our illustrious past – the granting of our Livery status in 1672.

Thank you for your support to Alison and myself in what will be a great year.

Chris Porter
Master

THESE PAGES, LEFT TO RIGHT: The Installation Ceremony; Meet the new Master, Chris Porter

Distillers' Car Club – *A year of changing lanes*

If you thought the car club was all about driving, then think again. Our 2021 year was a perfect demonstration that nothing shall stand in the way of being determined to keep the spirit going whilst having fun.

The pre-Christmas quiz featured Cars on Film, Cars and Music and Trivia, resulting in two shining Christmas stars: Andy Napier, for putting a really fun quiz together; and Bob Rishworth, for being the winner in a very close contest and winning a bottle of Master's Cask Knockando 18 Years Old.

2021 saw us forge a warm relationship with the Coachmakers' Livery Company, who kindly invited us to three of their club Zooms. All were excellent and informative evenings, starting with The Ivan Dutton Bugatti Tour, followed by a fascinating virtual tour of Lotus. We then joined them for a very stimulating Zoom featuring racing driver Sarah Moore.

Our very enjoyable tasting of the year was aptly named "It's a Rum Do". Hosted in April by Liveryman Steve Wilson, we all enjoyed (as you may guess!) a splendid, tutored tasting of five delicious rums, with Sandra and Graham Franklin winning hands-down for having the most splendid table setting with cut glasses, cutting board, silver knives, fruits and ice bowl – their Rum Punch was without question the most stylish! Thank you so much, Steve.

The pressure of a long winter was, however, getting to everyone and the desire just "to get out there with our cars" was mounting – not that the weather this year has been conducive!

Challenges bring creativity, so as a club we decided to introduce pop-up days where, if the weather is looking half reasonable, members will just get up and go for a day out at relatively short notice. This brings spontaneity and adventure – such that 15 of us headed to beautiful Bosham near Chichester and enjoyed a great blue-skies day out and picnic.

Who knew that, hidden in a 13th-century barn just outside Henley, is a gem of a museum – the Aston Martin Heritage Museum – run and owned by the owners' club? After a good breakfast by the river, 20 of us were then taken on an exclusive guided tour by the Chairman himself. Lunch at the Leander Club in Henley was then followed by a visit to Hoffman's in Henley, where they build replica Classic C type Jaguar Le Mans cars. This capped off a terrific day. It's so inspiring to see that such skills are still around in our British engineering firms.

We couldn't go into summer without another Andy quiz. This one was 1960s car nostalgia and caught quite a few people out.

The summer highlight was yet to come – brilliantly recced by Paul, Steve and Bob, the cream on the scone was a September trip to Champagne! Bubbles all round and it felt like freedom for the 19 members and partners/guests who made this a trip to remember. Not only was there great driving, but we actually picked and crushed grapes and then tasted our work! There were sensory experiences, gastronomic delights with stunning sunsets, plus an exclusive insight and tasting into the new world of Mouton Rothschild champagne.

As winter draws in, plans are already bubbling away for the calendar year 2022 - likely to include a get-together for dinner in the dark month of February, a long weekend in the Lake District, a tour of Ireland, a four-wheel driving experience, pop-up events and, I am sure, more joint activities with new-found friends in other Liveries. If you like the pleasure of driving the open road, car experiences, supporting local distilleries and great camaraderie, then join us by contacting Nick Carr: *carrnicholas@yahoo.co.uk.*

Nick Carr
Secretary, Car Club

Golf Report

After the near-barren season of 2020, it was pleasing to find the golfing scene almost back to normal this year; thanks to the efforts of our managers, matches were played, either on original or rearranged dates, against the Vintners (Terry Barr), the Brewers (Mike Campbell) and the Coopers (Ian Harris). We also had immense fun renewing friendships with members of Churston Golf Club, and our affiliates from 825 Squadron.

Sadly, The Ray Jeffs Cup, the inter-livery competition in which we have enjoyed considerable success under the leadership of Paul Varney for several years, was cancelled, as indeed were the two knock-out competitions in Scotland and the South.

However, all will be back to normal from early next year. Our secretary Graham Franklin is already working on the seedings for the knock-outs, when worthy champions Gordon Doctor and Nathan Last will be given the chance of defending the trophies they won in 2019, when the knock-outs were last played.

Bryan Burrough burst onto our golfing scene by winning the Budge Brooks Shield at his inaugural meeting. His first defence of the title was due to take place at our Icicle guest day at our now-established home of Beaconsfield Golf Club on 23rd November, as we celebrate the start of a new golfing era.

Keith Garrard
Past Master

THIS PAGE:
A Car Club outing;
The Distillers
Golf Club

LIST OF APPOINTMENTS 2020/21

COURT ASSISTANTS
Paul Finch *(Honorary)*
James Higgins
Vincent Keaveny
Trevor Stirling
Michael Urquhart *(Honorary)*

FREEMEN *(by Redemption)*
Richard Bennett-Baggs
David Boyd
Edward Cotterrell
Simon Coughlin
Leslie Davey
Julia Duckworth
Giles Harris
Michael Infante
Stephanie Jordan
Connal MacKenzie
Charles MacLean
Guy Macpherson-Grant
Olivier Nicolai
Killian O'Sullivan
James Pennefather
George Rolls

LIVERYMEN *(by Redemption)*
Billy Abbott
Duncan Baldwin
Barney Battles
Nick Blazquez
Marshall Farrer
Ken Grier
Sir Colin Hampden-White
Karl Mason
Victoria Rimel
James Robertson
Henri Sizaret
Ian Taylor
Billy Walker
Toby Whittaker

LIVERYMEN *(by Presentation)*
Karen Betts

CORPORATE FREEMEN
Rachel Barrie
Kester Fielding
Max Helm
Anishka Jelicich
Bob Kunze-Concewitz

STEWARDS
Lizzy Rudd
Iain Lochhead
Matthew Russell

HONORARY STEWARDS
Nicholas Cook

IN MEMORIAM
Sir Roger Gifford
Anthony Chapman