

The Dalmore Spey Foundation Dram



Following the success of the “Dee Dram” in 2009, distillers Whyte & Mackay approached all of the “Big Four” Salmon Rivers (Spey, Tweed, Dee and Tay) with an offer to sponsor individual whiskies for each River to help fund their

important conservation work. The Dalmore Rivers Collection is a set of four bespoke and exclusive expressions of the Dalmore single malt whisky, each one crafted to represent and celebrate its namesake. The involvement of all four Rivers was crucial to the project proceeding; indeed, if any one of the Rivers had decided not to take part, the project would not have gone ahead.

The Dalmore Rivers Collection was the brainchild of Whyte & Mackay’s Marketing Director, Jim Coates. Jim is an avid angler and wanted to build upon the success of the Dee Dram to give something back to the Rivers which fulfill his passion. As a result, the Dalmore Rivers Collection is being marketed and sold widely and a generous donation from each bottle sold is being given to the respective Foundation or Research Trust to further its work.

How to Order the Dalmore Spey Foundation Dram

Matured and married in American white oak and sherry wood from the world-famous sherry bodega of Gonzalez Byass, the Dalmore Spey Foundation Dram is a rich and harmonious Highland single malt whisky.

One of the easiest ways to purchase the Dalmore Spey Foundation Dram is online. It is available by visiting onlinespirits.co.uk, gordonandmacphail.com or singlemaltsdirect.com. It can also be bought from whisky specialists including The Whisky Shop of Dufftown, Whiskies of Scotland in Huntly, Whisky Castle of Tomintoul, Strachans of Deeside and The Whisky Shop in Aberdeen.

Proceeds Will Fund Important Research

The current financial climate has made research funding difficult to source. Last year the River Dee Trust benefitted from donations of £35,000 from sales of the Dee Dram which, boosted by matched funding from other organisations, went towards significant conservation projects in the River Dee catchment. Proceeds from sales of the Dalmore Spey Foundation Dram will contribute much-needed funds towards research aimed at the enhancement of the upper Spey and the restoration of its important Spring Salmon spawning grounds.

The Launch

The Dalmore Spey Foundation Dram was officially launched on the evening of the Opening Day of the 2011 Salmon Fishing Season at Delfur Lodge. The Spey Foundation is most grateful to Edward and Charlotte Mountain for inviting over 80 guests into their home and hosting an evening that was thoroughly enjoyed by all. Those present included Angus Robertson MP and Richard Lochhead, MSP for Moray and Cabinet Secretary for Rural Affairs and the Environment, together with Moray Council Convener George MacIntyre. Master Blender Willie Tait introduced the evening with a lesson on whisky tasting and Whyte & Mackay provided staff to answer questions about the exclusive whiskies.

A Positive Start

There has been a very positive reaction so far to the Collection, with many local outlets agreeing to stock the distinctive and attractive bottles. In just the first quarter of 2011, proceeds from the sale of the Dalmore Spey Foundation Dram have produced a donation of £6,240. The Spey Foundation is most grateful to Whyte & Mackay for this generous offer and we look forward to conducting the important research that will emanate from it.

SPEY FISHERY BOARD RESEARCH OFFICE

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SEA TROUT



© James Butler

- Release all finnock of 16oz/35cm/14” or less



© Ian Neale

- Release all Sea Trout of 3lb / 50cm / 20” or above



© Ian Neale

- Retain only 1 Sea Trout of takeable size per calender day. Anglers are also encouraged to release their first fish and keep the second that is of takeable size



© James Butler

- Release all unseasonable fish (smolts, stale fish, kelts, over wintered finnock)



Record all released fish and estimate weight from length

| Length | | Weight | Length | | Weight | Length | | Weight | Length | | Weight |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| cm | inches | lbs | cm | inches | lbs | cm | inches | lbs | cm | inches | lbs |
| 50 | 19.7 | 3 | 75 | 29.5 | 10 | 91 | 35.8 | 18 | 101 | 39.8 | 25 |
| 55 | 21.7 | 4 | 77 | 30.3 | 11 | 93 | 36.6 | 19 | 103 | 40.6 | 26 |
| 59 | 23.2 | 5 | 79 | 31.1 | 12 | 94 | 37.0 | 20 | 104 | 40.9 | 27 |
| 63 | 24.8 | 6 | 81 | 31.9 | 13 | 96 | 37.8 | 21 | 105 | 41.3 | 28 |
| 66 | 26.0 | 7 | 83 | 32.7 | 14 | 97 | 38.2 | 22 | 106 | 41.7 | 29 |
| 69 | 27.2 | 8 | 85 | 33.5 | 15 | 99 | 39.0 | 23 | 108 | 42.5 | 30 |
| 72 | 28.3 | 9 | 87 | 34.3 | 16 | 100 | 39.4 | 24 | 109 | 42.9 | 31 |

ATION POLICIES

e: www.speyfisheryboard.com

SALMON

- Each angler must return the 1st, 3rd, 5th etc... fish caught.



- All hen salmon and hen grilse must be released.



- Throughout the season all stale or gravid fish must be released.



- Escaped farmed salmon must be retained.





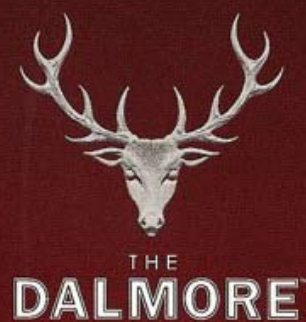
THE DALMORE SPEY FOUNDATION DRAM

TASTE NOTES

COLOUR - Walnut, amber gold.

NOSE - Warm and inviting aromas of patchouli, jasmine, marzipan.

TASTE - Christmas pudding, orange rind, hazelnuts and ripe cherries, followed by hidden flavours of Java coffee and rich treacle.



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