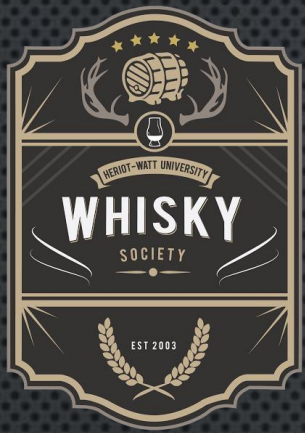
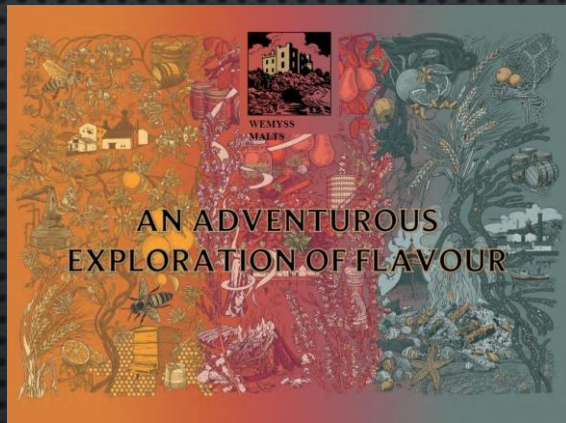


HERIOT-WATT UNIVERSITY WHISKY SOCIETY

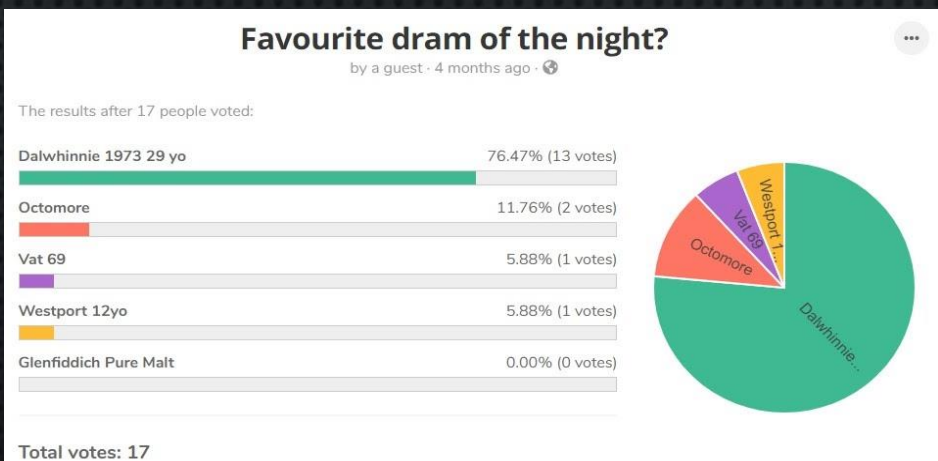


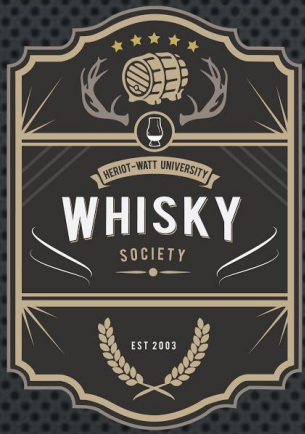
OUR YEAR IN NUMBERS

- 10 TASTINGS
- 54 BOTTLES OF WHISKY
- 1828 SAMPLES FILLED AND HANDED OUT
- 6 ORGANISED TALKS
- A RECORD BREAKING 103 MEMBERS



What was your favourite whisky of the night folks?		
Ledaig, 21yo, Marsala Cask Finish	9 Votes	45%
The Sovereign Strathclyde, 30yo Grain	4 Votes	20%
Bunnahabhain 1997, 22yo, Mòine PX Finish	4 Votes	20%
Old Pulteney, 11yo	2 Votes	10%
Càrn Mòr Imperial 1990, 30yo	1 Votes	5%
Glenfarclas, 25yo	0 Votes	0%





A SLIGHTLY DIFFERENT YEAR

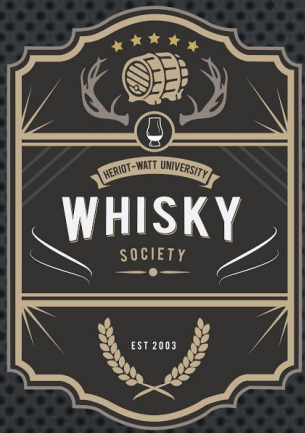


A COMMUNITY BASED SOCIETY,
CENTRED ON SHARING WHISKY,
KNOWLEDGE AND MAKING HUMAN
CONNECTIONS

THIS YEAR:

- NO IN PERSON TASTINGS
- NO DISTILLERY VISITS
- NO SOCIAL CONTACTS





FINDING SOLUTIONS TO RECREATE THE COMMUNITY ATMOSPHERE

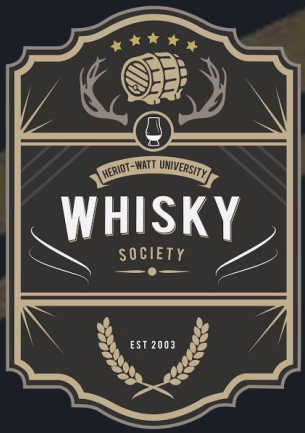
OUR PROBLEMS

- NO IN PERSON TASTINGS MOVE ONLINE
- MORE TRADITIONAL ONLINE VIDEO CONFERENCE PLATFORMS NOT IDEAL TO HAVE CONVERSATIONS IN A 30+ PEOPLE GROUP
- HAVE CONTACTS WITH PEOPLE IN THE INDUSTRY
- **KEEP INTERACTING WITH OUR MEMBERS AND KEEP IT INTERESTING**



OUR SOLUTIONS

- MOVED EVERYTHING ONLINE
- DISTRIBUTED WHISKY IN SAMPLE BOTTLES
- USED A GAMING PLATFORM TO CREATE BREAKOUT ROOMS TO CONVERSE WITH SMALLER GROUPS OF PEOPLE
- USED POLLS AND OTHER DIGITAL TOOLS TO MAKE TASTINGS MORE INTERACTIVE
- MANAGED TO GET SOME OF THE INDUSTRIES BIGGEST NAMES TO DO TALKS FOR US
- INCREASED OUR SOCIAL MEDIA PRESENCE
- COLLABORATION WITH OTHER SOCIETIES



**HERIOT-WATT UNIVERSITY WHISKY
SOCIETY**

SOCIETY OF THE YEAR

2020-2021

GOING FORWARD

- TASTINGS BACK TO IN PERSON (YAY!)
- REFLECT ON WHAT WE'VE LEARNT AND WHAT WE CAN ACTUALLY KEEP DOING TO GROW OUR SOCIETY EVEN FURTHER
- OUR GUEST SPEAKERS AND SUSTAINABILITY WEEK WERE A HUGE SUCCESS
- SOCIAL MEDIA COMMITTEE ROLE CREATED
- DIGITAL TOOLS MADE OUR TASTINGS A LOT MORE INTERACTIVE AND COULD BE TAKEN FURTHER

THANK YOU

SLÀINTE MHATH!