

Malt Whisky VALUE CHAIN

8/5/22
V7.0
Kirsty, Sharon, Rachel

Speyside (Badenoch & Strathspey, West Moray), Scotland, UK

LEGEND

Territorial capital

Practices

Actors

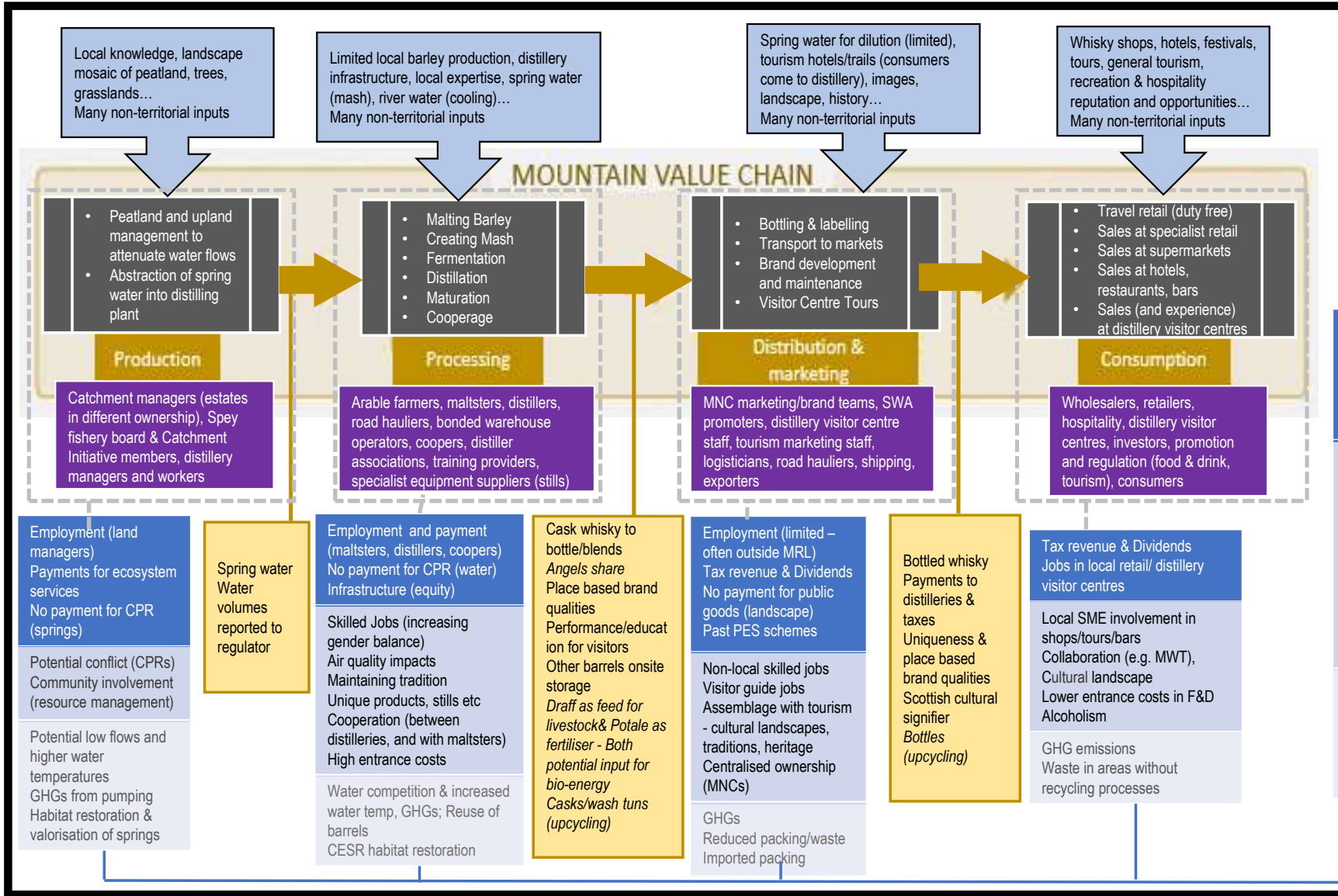
Flows
By-products

FOCAL PRODUCT(S)

Economic value

Socio-cultural value

Environmental value



FOCAL VC

Speyside Malt Whisky from individual distilleries

Tax & balance of payments
Employment
Increased tourism
Profits & income to MNCs

CESR outcomes.
Skilled jobs
Strong cultural signifier
Infrastructure & cultural legacy
Consolidates unequal access to land and water
Alcoholism
Displacement of food security

Water quantity & temperature concerns/stewardship, air quality, GHGs, reducing packaging, renewables

Outcomes

ABBREVIATIONS

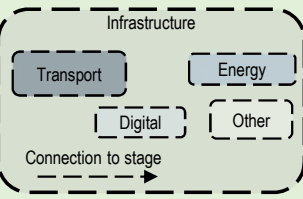
- CESR – Corporate Environmental & Social Responsibilities
- CPR – Common Pool Resource
- F&D – Food and Drink
- GHG – greenhouse gases
- MNC – Multi-national corporation
- MWT - Malt Whisky Trail
- PES – Payment for Ecosystem Services
- SME – small and medium sized enterprises
- SWA – Scotch Whisky Association
- VC – Value Chains

Malt Whisky VALUE CHAIN

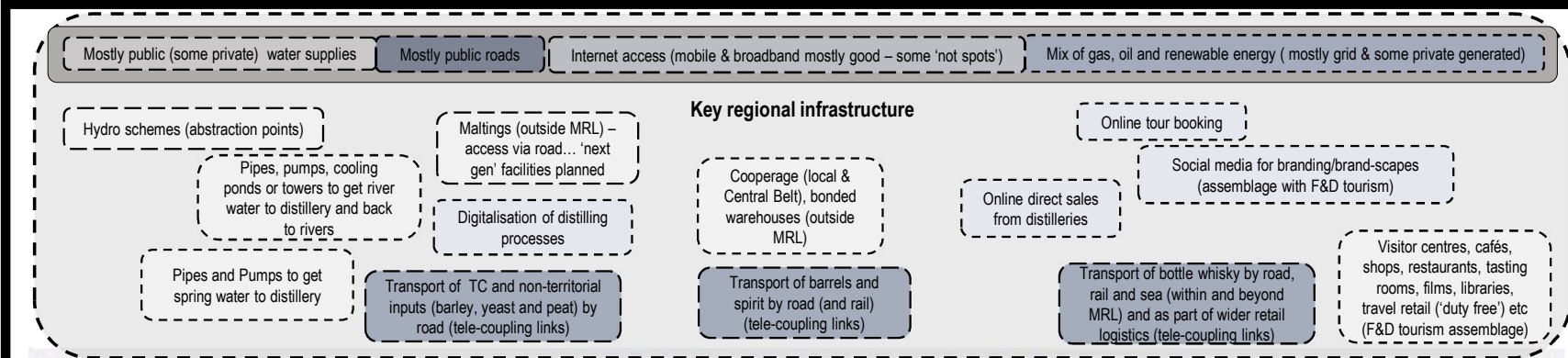
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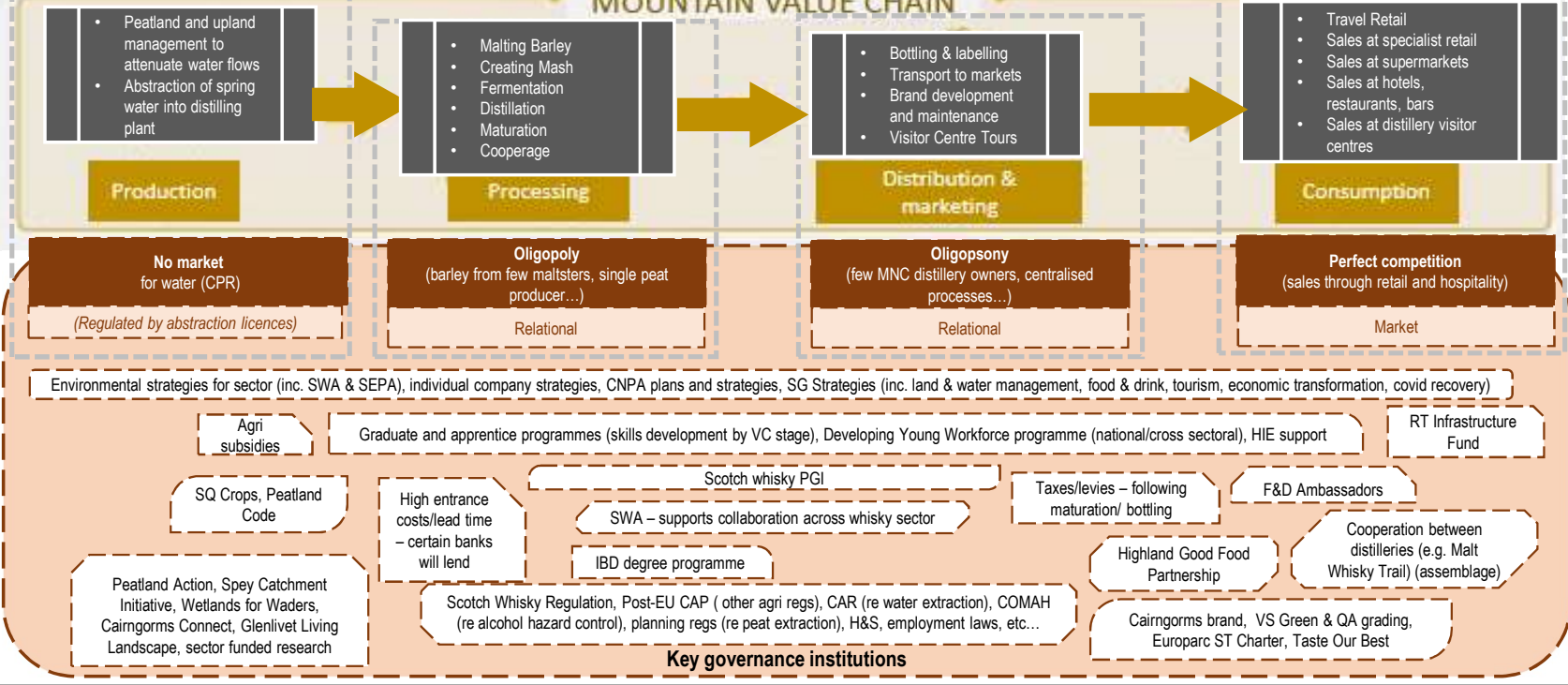
FOCAL PRODUCT(S)



CONDUCTIVE ENABLING SETTING

FOCAL PRODUCT(S)
Speyside Malt Whisky

MOUNTAIN VALUE CHAIN



ABBREVIATIONS

- CAP – Common Agricultural Policy
- CAR – Controlled Activity Regulations
- COMAH – Ctrl of Major Accident Hazards
- CNPA – Cairngorms National Park Authority
- CPR – Common Pool Resource
- DYW – Developing Young Workforce
- HIE – Highlands & Islands Enterprise
- IBF – Institute of Brewing & Distilling (University dept.)
- MNC – Multi-National Corporation
- MRL – Mountain Reference Landscape
- QA – Quality Assurance
- PGI – Protected Geographical Indication
- RT – Rural Tourism
- SEPA – Scottish Environmental Protection Agency
- SG – Scottish Government
- SQ Crops – Scotland Quality Crops
- ST – Sustainable Tourism
- SWA – Scotch Whisky Association
- TC – territorial capital
- VS – Visit Scotland

MALT WHISKY VALUE CHAIN

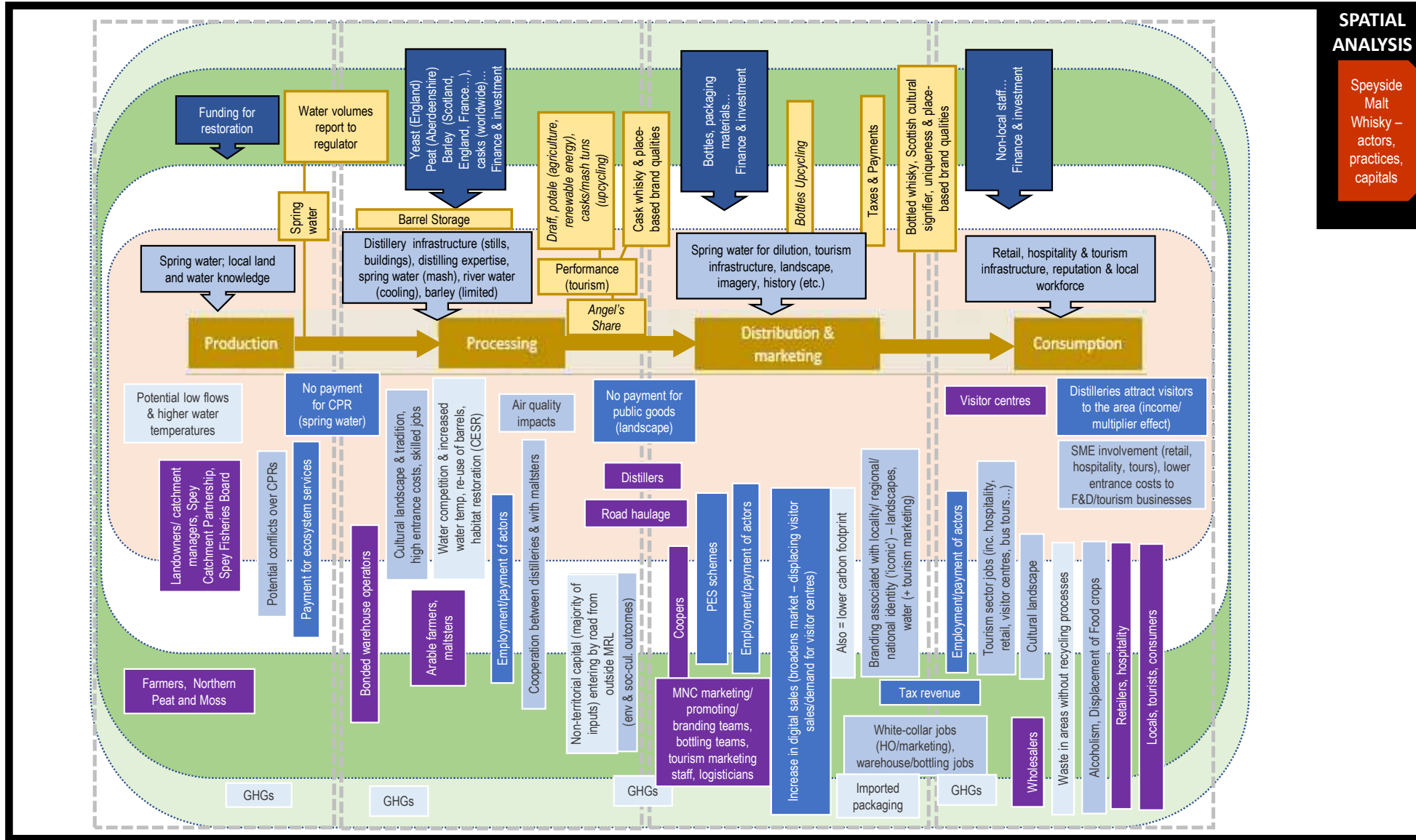
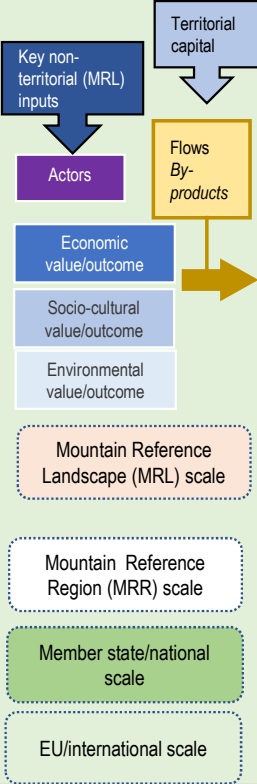
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LEGEND



SPATIAL ANALYSIS

Speyside Malt Whisky – actors, practices, capitals

ABBREVIATIONS

- CESR – Corporate environmental & social responsibility
- CPR – Common Pool Resource
- F&D – Food and Drink
- GHG – greenhouse gases
- HO – head office
- MRL – Mountain Reference Landscape
- PES – Payment for Ecosystem Services
- SME – Small & Medium size Enterprise
- Soc-cult – socio-cultural

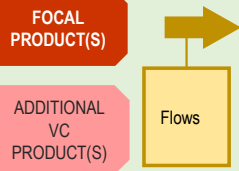
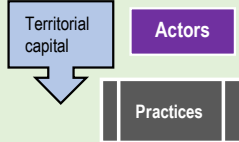
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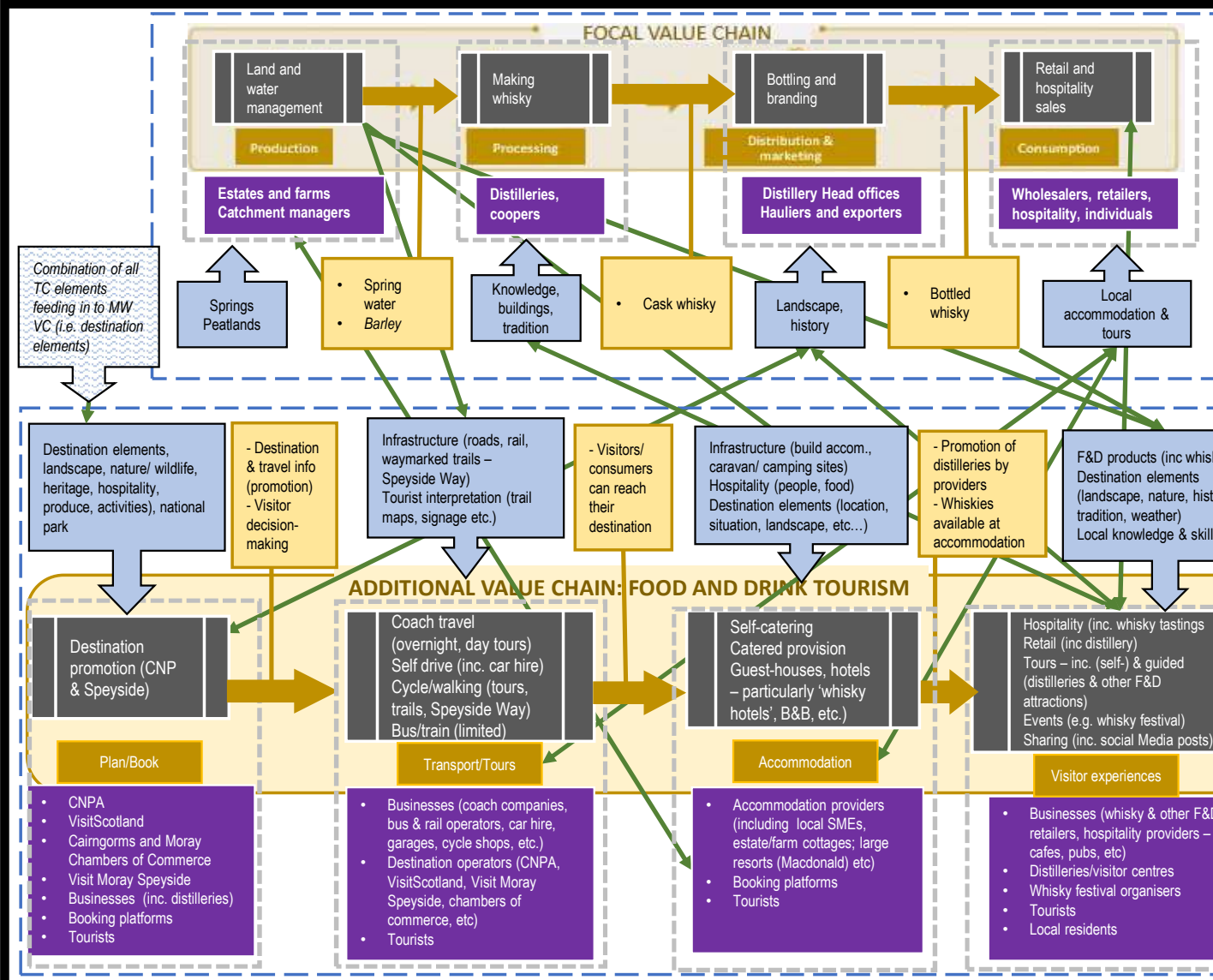
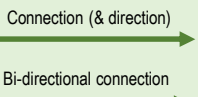
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LEGEND



Mountain Reference Landscape (MRL) scale



Mountain Reference Landscape (MRL) scale

ASSEMBLAGE

Speyside MW VC & associated food and drink tourism

- Economic outcomes**
- Onsite whisky sales (+ upselling) + visitor related income (e.g. entry, hospitality)
 - Increased brand awareness or loyalty for distillery and area (impact on exports)
 - Increased revenue to invest in equipment, infrastructure, etc.
 - Increased employment = multiplier effect in MRL
 - Wider F&D tourism growth building on scale/importance of whisky
 - Mutual benefits of F&D products in area (underpinning destination value)
 - Concentration of single malts in Speyside = increased whisky tourism/consumer demand
- Socio-cultural outcomes**
- Visitor Centre jobs (gendered, age)
 - Pride in distillery knowledge and skills
 - Opportunities for local SMEs
 - Visibility for environmental innovations; market for other local products in Centre
 - Health issues, Road traffic accidents
 - Shared cultural heritage/identity
 - Competition for staff
 - Whisky tourism credited in 'region-building'
- Environmental outcomes**
- GHG emissions from transport (inc. air/ international travel), increased water use by visitor toilets etc, waste products (from catering and visitors); Footprint of build infrastructure (e.g. parking); Greater awareness of nature and resource use; shorter food miles

- ADDITIONAL VC PRODUCT(S)/EXPERIENCES**
- Speyside Whisky Festival
 - Specific Whisky Hotels
 - Cairngorms Whisky Self Drive Trail
 - Whisky Day Tours
 - 11 Distillery Visitor Centres

ABBREVIATIONS

- CNP(A) = Cairngorms National Park (Authority)
- F&D = food & drink
- MW = malt whisky
- VC = value chain
- ...
- ...
- ...