

BRUICHLADDICH LAUNCHES INDUSTRY SUPPORT FOR U.S. BARS AND RESTAURANTS

PARTNERS WITH JAMES BEARD FOUNDATION “OPEN FOR GOOD” TO HELP INDEPENDENT, BARS AND RESTAURANTS REBUILD AFTER COVID-19

New York, NY, February 4, 2021 — **Bruichladdich**, a small, entrepreneurial distillery on the remote Hebridean island of Islay, has launched its first community support effort in the US to aid America’s independent bars and restaurant industry as it faces severe crisis due to the impacts of Covid-19.

Starting February 8, 2021, **Bruichladdich** —the maker of **Port Charlotte**, **Octomore** and **Bruichladdich** single malts— will donate \$5.00 for every bottle and \$1 for every cocktail they sell in the US to the **James Beard Foundation’s** Open for Good campaign.

Open for Good was set up by the **James Beard Foundation** in March 2020 to help independent restaurants, and the entire ecosystem they support — farmers, producers, distributors and local communities — through programs that provide critical resources to help the industry survive the effects of the pandemic, rebuild better, and thrive for the long term.

When **Bruichladdich** was reopened in 2001 by a passionate group of independent investors, the struggling company was rebuilt on a pledge to revive the decimated local township with a community-orientated business philosophy that remains at the core of everything it does.

Today, despite being the third smallest of nine distilleries on Islay (population 3,500), **Bruichladdich** thrives as the island’s largest private employer and last year, in its commitment to community-based business principles, it became the world’s first and only scotch maker to qualify for B Corp status.

Douglas Taylor, CEO of **Bruichladdich Distillery**, “Enduring through twelve tough years of independence has left a lasting impression at **Bruichladdich**. Our local community supported us in our distillery’s resurrection, and in the years since, we’ve slowly built a business that places our community at the heart of everything we do. During this global crisis, we must recognize the fragility of the other communities that have helped Bruichladdich survive. We’re honored to be able to give back to the bars and restaurants impacted by the pandemic through the **James Beard Foundation’s** Open for Good initiative.”

Bruichladdich’s support for the Open for Good campaign will start February 8th 2021 and run until at least March 31. For more information please visit supportourcommunity.us

PROGRESSIVE HEBRIDEAN
DISTILLERS

BRUICHLADDICH

SINCE 1881

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About Bruichladdich Distillery

Bruichladdich is a small, entrepreneurial distillery on the remote Hebridean island of Islay (population 3,500) dedicated to the preservation of traditional hand-distilling methods and a non-stop exploration of barley, peat and cask in its innovative range of single malts. Bruichladdich Distillery was revived in 2001, before being acquired by the Rémy Cointreau Group in 2012. For more information please go to bruichladdich.com.

About James Beard Foundation

The James Beard Foundation promotes Good Food For Good™. For more than 30 years, the James Beard Foundation has highlighted the centrality of food culture in our daily lives. Through the variety of industry programs that educate and empower leaders in our community, the Foundation has asserted the power of food to drive behavior, culture, and policy change. The organization is committed to giving chefs a voice and the tools they need to make the world more sustainable, equitable, and delicious for everyone. As a result of the COVID-19 pandemic, the James Beard Foundation launched the Open for Good campaign to ensure that independent restaurants not only survive, but that the industry is able to rebuild stronger than before. For more information, subscribe to the digital newsletter Beard Bites and follow @beardfoundation on Facebook, Twitter, Instagram, and TikTok. The James Beard Foundation is a national not-for-profit 501©(3) organization based in New York City.