

1.The DIY tasting package:

Offer customers the opportunity to buy a package of four single malts, one from each of the key Whisky regions, with tasting notes and details of how to nose Whisky.

Benefit: *Increase sales of Whisky and customers' enthusiasm, without having to employ more staff.*

2. Consumer tasting book

Allow customers to record their impressions of the Whiskies they taste.

Benefit: *Create an un-bias record for future visitors to consult and motivate them to purchase those whiskies. Increase trial and sales.*

3. Selling formal tasting to groups

Up-sell to groups of diners by offering them a formal pre-dinner whisky tasting. Use the skills staff developed from the SWHC training school to enthuse diners and encouraging them to order whiskies after their meal.

Benefit: *Differentiates business from other dining locations. Increases value of dinner bookings and increases opportunities to sell more Whisky.*

4. Whisky Packages

Offer whisky weekend packages - simply sell accommodation with a tasting, or offer distillery tickets with accommodation.

Benefit: *Increase the reasons why guests should stay at the establishment.*