

## Case study

Industry: Food and Drink

Expertise sought: New Product Development

Solution: SFC Innovation Voucher



## Getting into the 'Spirit' of Glenglassaugh

**F**ounded in 1875, Glenglassaugh Distillery is an iconic single malt Scotch whisky distillery located in Portsoy, Aberdeenshire. It prides itself in producing premium products using local barley and good supplies of pure water to ensure that its products are of the highest quality.

The company is committed to an innovative new product development (NPD) strategy in order to achieve sustainable growth and increase market share.

### The Business Challenge

Passionate about product development, Glenglassaugh was keen to embed a NPD process which would encourage and support further product development within the distillery.

Following the success of the new spirit drink, 'The Spirit Drink that dare not speak its name', the distillery also recognised the potential to further exploit this range.

Stuart Nickerson, Managing Director at Glenglassaugh commented, "We were aware that universities may have had the expertise that we lacked in house, but unsure about who and how to approach them. We were therefore delighted to discover the service provided by Interface."



### The Solution

Glenglassaugh had an existing relationship with the Food Processing Faraday which referred the company onto Interface - The knowledge connection for business.

Interface supported the company in defining the project requirements to develop and embed a NPD process as well as to investigate the potential to develop additional products from the raw spirit.

This information enabled the team at Interface to undertake an expertise search and subsequently identify three academic research groups within Scotland with the required knowledge to undertake the project.

Having reviewed the expertise available, the distillery believed the facilities and expertise offered by the Food Innovation (FIA) team at the University of Abertay best met their requirements.

*"We were aware that universities may have had the expertise that we lacked in house, but unsure about who and how to approach them. We were therefore delighted to discover the service provided by Interface."*

STUART NICKERSON,  
MANAGING DIRECTOR,  
GLENGLASSAUGH DISTILLERY



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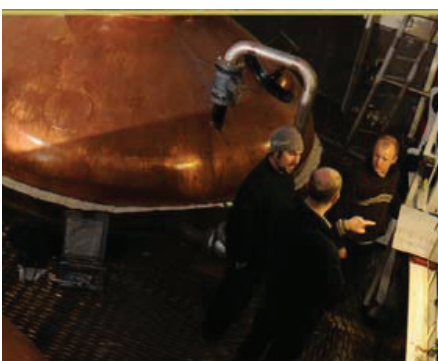
Interface facilitated introductions between the two parties and a project scope was defined and agreed. The project was also successful in its application for a Scottish Funding Council (SFC) Innovation Voucher grant to cover the costs of the project.

The team at FIA worked very closely with the staff at the distillery throughout the entire project, initially investigating opportunities for the new drinks range.

This included:

- Conducting trials with a range of ingredients and lengths of infusion
- Sensory profiling
- Consumer testing
- On site testing to investigate the effects of scaling up production methods

This work then formed the basis of the NPD process.



Stuart Nickerson commented on the collaboration, *“The project was a great success in that we now have a proven NPD process to generate and commercialise new products. We have also identified potential new products which we believe to have a chance of commercial success.*

*Without the support we received from Interface and the Innovation grant, we would not have been able to reach this stage.”*

### Partnership Benefits

Glenglossaugh has identified new commercially viable products

NPD process now embedded within the company

Relationship established for future collaborations

FIA gained an insight into the alcoholic drinks market.

### Interface Fast Facts

- ◆ We match businesses with academics - making available the world class expertise and facilities in Scotland's Universities and Research Institutes
- ◆ We have initiated over 350 company and university collaborations
- ◆ We can help identify suitable funding options to off-set the cost of the collaboration

*“The team at FIA enjoyed working with such an exciting and growing company. The work has allowed us to gain insight into the alcoholic drinks market. We are looking forward to building on the success of the project and hope this leads to further collaboration with the company.”*

ANDREW ALLSEBROOK, FIA,  
UNIVERSITY OF ABERTAY