



FRIDAY 24TH - SUNDAY 6TH OCTOBER, 2025

DORNOCH WHISKY FESTIVAL 2025

CELEBRATING 10 YEARS

Welcome

This October, we're thrilled to invite you to Dornoch for a weekend of outstanding whisky, wonderful company, and our signature Highland hospitality at the Dornoch Whisky Festival.

We're celebrating 10 years of exceptional drams, unforgettable memories, and a festival that continues to bring together whisky enthusiasts, industry experts, and passionate producers from across the country.

Whether you're returning or joining us for the first time, we'd love to have you celebrate with us as we raise a glass to a decade of our favourite wee festival.

Slàinte!



Celebrating 10 Years

In 2025, the Dornoch Whisky Festival marks its 10th year—a decade of bringing whisky lovers, brands, and distillers together in our beautiful wee town. Over the years, we've grown into a festival known for its warm welcome, passionate visitors, and incredible drams. And this year, we're making it even more special!

More Events Than Ever – We're expanding our line-up with more tastings, masterclasses & fringe events.

Exclusive 10th Year Raffle – Two lucky winners will receive a full festival experience package.

Special Anniversary Highlights – Keep an eye out for unique experiences celebrating this milestone.

10 Years of Memories – Look back on a decade of whisky moments with photos from past festivals.

We're so proud of how this festival has grown, and we can't wait to celebrate with you. Whether you've been with us from the start or this is your first time, we'd love for you to be part of this milestone year!



Perks of Exhibiting

Exhibiting at the Dornoch Whisky Festival is about more than just pouring drams. We're here to support your brand, your stories, and your success throughout the festival weekend and beyond.

Promotion on our social media channels

Inclusion in our printed programme & website

Access to official event photography for your marketing

A welcoming & loyal audience of passionate whisky enthusiasts

A light lunch at Dornoch Castle Hotel

The opportunity to sell your own stock (at RRP)

The chance to host your own fringe events over the weekend

The unique atmosphere at one of Scotland's favourite wee festivals

"We had a brilliant time and will be sure to be back next year"

"The day was fantastic from start to finish"

"It's truly a unique festival and one that's very close to our hearts"

"Enjoyed our visit to the festival and got some great feedback from guests on the liquid"

We love hearing feedback like this—and we'd love to hear yours next year.

Marketing & Reach

As an exhibitor, you'll have the opportunity to showcase your brand to a diverse group of whisky enthusiasts. You'll benefit from exposure to a knowledgeable and engaged audience, many of whom return year after year, eager to discover new drams and hear the stories behind them.

With the festival's voucher system, attendees are encouraged to sample a wide range of whiskies, increasing brand awareness and generating interest in your products—especially from those who may not have had the chance to try them before.

Festival Reach

Promoted throughout the whisky community, including Scotland, the wider UK, and international whisky circles.

Targeted marketing to our **loyal, returning attendees** and new whisky enthusiasts alike.

Strong presence on social media, the festival website, and print materials.

A growing **international audience** with visitors from Europe, the US, and beyond.

Attendee Insights

- 400+ attendees over both sessions of the Grand Tasting.
- 30+ whisky events across the festival weekend.
- A mix of new whisky lovers and experienced enthusiasts, all eager to learn and engage with brands.

A reputation for knowledgeable, engaged guests who take time to discover new drams rather than just drink and leave.

Beyond Dornoch

Beyond the town, a collection of renowned distilleries create a natural whisky trail up the North East coast, including Glen Ord, The Dalmore, Glenmorangie, Balblair, Clynelish, Brora, Old Pulteney, and Wolfburn.

With whisky enthusiasts travelling from far and wide to explore this region, the festival is perfectly positioned to attract an engaged audience who are eager to discover new drams and connect with brands.

Plus, our wee festival is quite fun—if we do say so ourselves!

The Grand Tasting

At the heart of the Dornoch Whisky Festival is the Grand Tasting. This is your chance to showcase your products to an engaged and knowledgeable audience.

Held within the Dornoch Whisky Festival Marquee, this relaxed, friendly event is all about sharing incredible drams, meeting passionate whisky lovers, and telling the story of your brand.

Key Information:

Date: Saturday 25th October 2025

Morning Session: 11:30am – 2:30pm

Light lunch provided at Dornoch Castle Hotel: 2:30pm - 3:30pm

Afternoon Session: 3:30pm – 6:30pm

Stand fee: £140 + VAT

Includes a 6ft table with black covering



The Grand Tasting - Info

To help everything run seamlessly, we've outlined some key details below, including how our voucher system works, what to expect during setup, and how you can sell your products on the day.

Voucher System

To ensure a responsible and enjoyable experience for everyone, we operate a voucher system for spirit pours:

- Each guest will receive a set number of vouchers upon entry.
- Each 10ml pour must be exchanged for a voucher.
- Exhibitors set the voucher value for each dram between 1 and 5.
- Additional vouchers may be available on the day at the discretion of the festival team.

Exhibitors are kindly asked to accurately measure pours and mark off vouchers accordingly.

Responsible drinking is at the heart of our festival, and we ask all exhibitors to help us maintain a safe and welcoming environment for our guests.

Set Up on the Day

Venue: **Dornoch Castle Hotel**, Castle Street, Dornoch, IV25 3SD

Exhibitor setup begins at **09:30 AM**.

Doors open to guests at 11:30 AM (morning session).

We ask all exhibitors to be **fully set up by 11:00 AM**. If you require assistance, please contact the festival team in advance.

Selling Your Products

Exhibitors are welcome and encouraged to sell their products during the festival. Please let us know in advance what you are planning to bring so we can help promote it to attendees.

Cash and card payments are welcomed, but please note that Wi-Fi availability may vary, so we recommend bringing a mobile hotspot if required.

Discover Dornoch

Nestled in the Scottish Highlands, Dornoch is a historic town known for its stunning coastal views, rich whisky heritage, and warm Highland hospitality. It's a highlight on the North Coast 500 and home to some renowned places and faces of whisky, making it the perfect setting for our wee festival.



Dornoch Castle Hotel



Dornoch

The heart of the festival is the Grand Tasting, held in our beautiful marquee within the grounds of the historic Dornoch Castle Hotel. Other events that make up our festival take place throughout the town at the Carnegie Whisky Cellars, Dornoch Distillery, Dornoch Station Hotel, Eagle Hotel, Links House at Royal Dornoch, Royal Dornoch Golf Club & the Royal Golf Hotel.



Links House: Royal Dornoch



Carnegie Whisky Cellars



Dornoch Distillery



Dornoch Station Hotel



Eagle Hotel



Royal Golf Hotel



Royal Dornoch Golf Club

Key Dates & How to Exhibit

We're delighted to invite you to be part of the Dornoch Whisky Festival 2025! Below are the key dates and next steps to secure your place at the Grand Tasting. If you have any questions or would like to discuss a fringe event, just get in touch—we'd love to chat!



Sign Us Up

We'd love to have you join us for the 10th Dornoch Whisky Festival.

Please sign below to confirm your participation and secure your space at the Grand Tasting 2025.

Signed:

Date:

Company:

Terms & Conditions are available [here](#), by signing the above you are agreeing to accept the terms & conditions.

For any questions or to get in touch:

Email: lou.rollason@dornochwhiskyfestival.com

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