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Press release

The Peak District's first craft distillery getting set to raise a dram with dynamic crowd funding programme

The Peak District's first full-scale craft Distillery - White Peak - is getting set to release its first ever single malt whisky this autumn.

Founded in 2016 by husband-and-wife team Max & Claire Vaughan - both originally from the Peak District region of Derbyshire - White Peak Distillery in Ambergate has gone from strength to strength in its first few years, winning regional awards for its visitor experiences, its Shining Cliff Gin - named after the historical woodlands near the distillery - and its new make and maturing single malt spirit.

However, it is the launch of White Peak's first single malt whisky that was the heart of the dream from day one that they are most excited about, set to take place in October 2021. And with a dynamic crowd funding campaign currently gathering momentum and raising funds for the launch, the next few months are poignant for the Distillery's close-knit team and their local community, supporters through their Temperance Club membership and cask ownership (from the local area, as well as London and Scotland) and the wider whisky community.

Located in the former *Johnson & Nephew Wire Works building running alongside the River Derwent within beautiful woodland that is part of the Derbyshire's Derwent Valley Mills World Heritage site, every aspect of the Distillery and its spirits link back to the location. Their first whisky release will be no exception to this.

Local community has been vital to White Peak's success to date - echoing the ethos of Johnson & Nephew's legacy at the Wire Works, when some 500 local people worked at the site. One of the Distillery's initiatives has been to involve the local community in helping to maintain the natural beauty of the area through a large-scale community litter pick. The team has donated a cask to the cause and offer co-ownership in this community cask to reward the people who are now dedicated to this vital litter picking project.

This spring the Distillery is also taking part in the local 300 Years of Making programme: celebrating the area's rich history of innovation and making, the Museum of Making in the Derwent Valley Mills UNESCO World Heritage Site will be a contemporary space telling Derby's 300-year history of making to inspire new creativity.

To build on the Distillery's successes over the past five years, whilst increasing resources and investment during this pivotal year, the Distillery is currently offering the opportunity to become a shareholder in White Peak, inviting interested parties to consider supporting the crowd funding campaign that is being run through Crowdcube. As part of the growth around the whisky launch, the Distillery plans to add to its team and increase resources across the business, most notable within production, sales and marketing.

Whilst the fundraising has already hit its minimum target, the team is looking to offer as many keen investors the chance to be part of the Distillery as possible.

Max Vaughan, Founder of White Peak Distillery said: "Our journey over the past five years has been incredibly rewarding. We are so proud to have established the Distillery as a recognised, innovative business within the Peak District, whilst winning awards for our spirits within the drinks industry."

"Our team is passionate about the business we're building: our extraordinary location and its regeneration, the heritage within the local area we are building upon and the spirits we are creating as a taste of our homeland. We are all now excited for the next chapter of our story to unfold with the release of our single malt whisky later this year.

To make the most of this opportunity and so that we can accelerate our growth plans, we've decided to launch our crowd funding campaign and the interest so far has been amazing."

Those wanting to discover and taste White Peak's new single malt whisky will be able to explore more from October 2021 onwards!

Further details about White Peak's crowd funding campaign can be found within the link below, with the opportunity to invest open until 23rd April 2021:

<https://www.crowdcube.com/companies/white-peak-distillery/pitches/Z5no2b>

The Distillery will also be reopening for visitors, tours and tastings from 22nd May 2021 – see <https://www.whitepeakdistillery.co.uk> for more information.

ENDS

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Notes to editors:

*Johnson & Nephew Wire Works: Formerly used by the industrialists in the 19th Century, metal has been a long-standing feature of the past in the Peak District. The Distillery site was originally used as an iron forge owned by the Hurt family in the early 1800s. The derelict forge was then transformed by the Johnson Family into a wire works in 1876. Johnson & Nephew was a pioneer in wire and cable products, including supplying cable for the first, sub-sea cross channel telegraph service and numerous early suspension bridges.

The Wire Works existed for 120 years until its closure in the mid-1990s and was a major local employer, known to be fair and generous in supporting local community events. The buildings stand proud alongside the River Derwent and back into the Shining Cliff Woods, an ancient woodland and site of specific scientific interest.