

The Licensing Board
Governance and Law
Argyll and Bute Council
Kilmory
Lochgilphead
PA31 8RT



23 February 2022

Ref: License Variation

Dear Councillor's,

I write this letter to provide further information with regard to our application for a license variation, to support our application for a variation to our on-sales opening times. You will note from our application that we are requesting our on-sales license starts at 10am in the morning, which we know will be a matter of discussion for you. We are seeking such an early start for on-sales to allow us to provide potential off-sales customers with samples before they buy. We offer a free tasting to all of our potential on-sale customers and they are often looking for this. Due to our location in the heart of the village, our experience during our first season (2021) highlighted to us that many of the visitors to Jura are looking for things to do in the morning or this is their time to 'shop'. This is both as a result of the Jura Passenger Ferry timetable which sees people arriving on the island from 10am. Many of the visitors who come in via this service are day trippers. It is also the time those staying longer on the island come to the village to go to the community shop or for breakfast before heading off on days out further afield. We are located next to the Craft Shop, fuel station and local gallery, all of which open around 10am so the site on which we are located does see significant footfall in the morning.

I feel it is worth highlighting that not everyone who visits us at this time will sample either as they do not want to or as they wouldn't at that time of day however many would like to. We find that offering a sample to potential customers really helps drive our sales and offers a chance to sell our story. As a very new distillery, offering what is still quite a niche product, the tasting side of things is critical to our sales process.

We believe that having the option to allow sampling from 10am may increase our off-sales and assist us to widen the scope of customers we have visit us. We hope that you agree and that you accept our proposed changes to on-sales licensed hours.

Yours sincerely,

Charlotte Gillett
Managing Director & License Holder



Deer Island Distillers Limited is registered in Scotland with registered number SC620531.
Registered office address: Corran House, Craighouse, Isle of Jura, PA60 7XZ

