

THE DISTILLERS

*One of One*

**INAUGURAL CHARITY SCOTCH WHISKY AUCTION**

**– ORGANISED BY THE DISTILLERS' CHARITY IN COLLABORATION WITH SOTHEBY'S –  
TOTALS £3.1 MILLION / \$4.1 MILLION, TWO AND A HALF TIMES THE LOW ESTIMATE**



**Edinburgh, 3 December 2021** – Over 40 exceptional whiskies and experiences found new owners from all over the world on December 3<sup>rd</sup>, when the first in a series of auctions under the banner *The Distillers One of One* took place at Barnbogle Castle near Edinburgh, organised by The Distillers' Charity, the philanthropic arm of The Worshipful Company of Distillers, in collaboration with Sotheby's.

The auction was staged in the Banqueting Hall, during a lively lunch where the bidders regularly erupted into applause as records tumbled, new benchmarks were set, and funds were raised for the charitable causes. Collectors in the room, on the telephones and online competed for the 42 lots on offer, and by the time the sale drew to a close, the auction had reached a total of £3.1 million / \$4.1 million, two and a half times the pre-sale low estimate. Participants from around the world were out in force with registrants from 24 countries.

Over £2 million will be granted to charity partners selected by The Youth Action Fund, which has been created by The Distillers' Charity to transform the life chances of 16 to 25-year-old people in Scotland, empowering them to create positive change in their lives and communities.

**Jonathan Driver, Master of The Worshipful Company of Distillers,** said: *“We are truly overwhelmed by the amount that has been raised and are so grateful to all of the sponsors, brands and bidders who got involved, donated spectacular lots and showed us incredible support, for making this happen. To know that over £2.5 million will now be distributed to help young people across Scotland through our charity partners is really special. The success of our first auction is so exciting and we are thrilled that we can continue to support more people for at least the next six years, thanks to our ongoing partnership with Sotheby’s. This whole event wouldn’t have been possible had companies of all sizes from across the Scotch Whisky industry not come together in this amazing collective endeavour. It showcases just how extraordinary the people who work in the world of Scotch Whisky are and we are privileged to have been the catalyst for this landmark sale. We want to extend a huge thanks to everyone involved.”*

**Jamie Ritchie, Worldwide Head of Sotheby’s Wine,** said: *“Our global wine and spirits team were delighted to partner with The Worshipful Company of Distillers and their philanthropic arm, The Distillers’ Charity, to create a new series of charity auctions that showcase the best of the Scotch Whisky industry and provide important funds to benefit disadvantaged young people in Scotland. The phenomenal outcome of this auction follows the significant success of the recent Hospices de Beaune wine sale and we look forward to our first auction with the Napa Valley Vintners early in the year. We are committed to working together with these charitable organisations to unite collectors with special opportunities to acquire rare bottles, while benefiting the communities of each region.”*

**Jonny Fowle, Sotheby’s Spirits Specialist,** said: *“Working with The Worshipful Company of Distillers to present the biggest charity auction project in the history of Scotch Whisky has been one of the most rewarding projects of my career. This was a truly unique collection of whiskies, for which we can thank the creativity and generosity of the distilleries who willingly came on board. Equally generous were the collectors who participated, driving the overall total beyond expectations. Record prices were achieved for Bowmore, Balvenie, Glenfiddich, Ladyburn, and Talisker.”*

Leading the sale was the spectacular four bottle set of Glenfiddich from the 1950s (1955, 1957, 1958 and 1959). An extended 30-minute bidding battle broke out as eight collectors competed against each other, driving the final sale price to £1,037,500 / \$1,380,760 (est. £220,000-350,000). Provided by William Grant & Sons, this ultra-rare collector’s piece established a new auction record for Glenfiddich.

The second most valuable lot of the sale was the Talisker 1978 Cask of Distinction, which was competed for by several collectors in the room, online and on the telephones, selling to a private collector for a record price of £625,000 / \$831,780 (est. £350,000-500,000). This 43 Year Old cask of still-maturing Talisker single malt Scotch whisky was offered with a cask-end that has been turned into an original work of art by acclaimed Scottish painter Callum Innes.

A new auction record was achieved when the Bowmore Onyx 51 Year Old 1970 – presented in a striking, hand-blown, 1.4l black glass vessel taking its inspiration from the terroir of its island home – surpassed its estimate, selling for £400,000 / \$532,340 (est. £100,000-180,000).

A further auction record was achieved for ‘lost’ distillery, Ladyburn, when a bottle of 54-year-old whisky distilled in 1966, uniquely labelled with a highly sought-after, hand-signed photograph by David Bailey of John Lennon, made £81,250 / \$108,132 (est. £15,000-30,000).

Other significant purchases on the day, from those looking to secure themselves a piece of liquid history, included The Glen Garioch Twin Casks in Cradle 1990 and 2021, which realised £112,500 / \$149,720 (est. £100,000-150,000), and The Balvenie 56 Year Old 1964, which exceeded its estimate of £50,000-80,000 to sell for £175,000 / \$232,900.

Several once-in-a-lifetime whisky experiences were included in the auction, including the Gordon & MacPhail One of One Selection Experience from the 1940s or 1950s – an unforgettable, immersive visit to Speyside with the opportunity for the lucky recipient to work alongside the team to create their very own whisky – which sold for £87,500 / \$116,450 (est. £80,000-160,000).

As well as the incredible support that the auction received through lot donations, the Distillers *One of One* auction was delighted to have the involvement of five sponsors that made the event possible. Blyth & Blyth, engineering design consultants, Simpson’s Malt, makers of high quality malt, Glencairn Crystal Studio, inventors of the industry’s favourite glass, The Glencairn Glass, J.C. Ribeiro, makers of high-quality cork stoppers and McLaren Packaging, designers and manufacturers of premium packaging.

#### **Notes to editors**

The total hammer price of the Auction will benefit The Distillers’ Charity with ninety percent going to its newly created Youth Action Fund which will be used to change the life chances of disadvantaged young people in Scotland. The remaining ten percent will be used by The Distillers’ Charity for its general charitable purposes.

The Youth Action Fund will initially work together with the following four charities on specific initiatives in Scotland:

- Aberdeen Foyer, a charitable organisation supporting people towards independent living, learning and work;
- ENABLE Scotland, which delivers a range of support services across Scotland, including the ENABLE Works service which provides employment and skills support, assisting people with disabilities or other challenges into employment;
- Street League, which uses the power of sport to support young people living in some of the UK’s most disadvantaged communities into work;
- The Alcohol Education Trust (AET), which will work across the UK to keep young people safe around alcohol

#### **CONTACTS:**

##### **Sotheby’s Press Office**

**London** | +44 (0)20 7293 6000 | Matthew Floris | [Matthew.Floris@sothebys.com](mailto:Matthew.Floris@sothebys.com)

**New York** | +1 212 606 7176 | Derek Parsons | [Derek.Parsons@Sothebys.com](mailto:Derek.Parsons@Sothebys.com)

**Hong Kong** | +852 2822 8129 | Winnie Tang | [Winnie.Tang@sothebys.com](mailto:Winnie.Tang@sothebys.com)

##### **The Distillers’ *One of One* Press Office**

Cécile Simon [cecile@simonplussimon.com](mailto:cecile@simonplussimon.com) T.+44 (0)780 11 222 42

Marie Huth [marie@simonplussimon.com](mailto:marie@simonplussimon.com) T. +44(0)7515 294 569

#### **About Sotheby’s Wine**

Established in 1744, Sotheby's is the world's premier destination for art and luxury. Sotheby's promotes access, connoisseurship and preservation of fine art and rare objects through auctions and buy-now channels including private sales, e-commerce and retail. Our trusted global marketplace is supported by an industry-leading technology platform and a network of specialists spanning 40 countries and 50 categories, which include Contemporary Art, Modern and Impressionist Art, Old Masters, Chinese Works of Art, Jewelry, Watches, Wine and Spirits, and Interiors, among many others.

Sotheby's Wine's annual worldwide auction sales of wine and spirits totaled an outstanding \$92 million in 2020, with over 15,000 lots sold across 41 sales – a nearly 50% increase in the number of auctions held in 2019. Over \$60 million of wine and spirits were sold to online bidders in 2020 versus \$28 million in 2019, with 85% of all lots offered finding online buyers. Demonstrating continued strength in Asia, Sotheby's led the market in the region for the third consecutive year, with over 70% of the total bid amount in all Wine and Spirits sales attributed to collectors in Asia.

Sotheby's Wine's has had the privilege of auctioning numerous record-breaking wines and spirits in recent years, with 2020 alone witnessing new world auction records for any bottle of Japanese whisky, any bottle of whisky produced by the Dalmore Distillery, as well as any bottle of Cognac. Sotheby's Wine currently holds the world records for any whisky collection ever sold at auction, any private wine collection ever sold at auction, the most expensive bottle of wine ever sold at auction and the most expensive bottle of spirits ever sold at auction.

In addition to auction, Sotheby's Wine launched a retail business in 2010. With a retail store located in Sotheby's New York headquarters and e-commerce at [www.sothebyswine.com](http://www.sothebyswine.com), Sotheby's Wine offers a carefully curated selection of wines from the world's most prestigious producers and important regions. Expertly assembled by our experienced specialists, the selection is built upon lasting relationships with winemakers from across the globe, with bottles that are ready for immediate consumption, in addition to investment-worthy wines from highly sought-after vintages. A second retail location opened in Sotheby's Hong Kong galleries in 2014.

[Instagram](#) | [Facebook](#) | [Twitter](#) | [YouTube](#) | [LinkedIn](#) | [Pinterest](#) | [WeChat](#) | [Weibo](#) | [Youku](#)

*\* Estimates do not include buyer's premium or overhead premium. Prices achieved include the hammer price plus buyer's premium and overhead premium and are net of any fees paid to the purchaser where the purchaser provided an irrevocable bid.*

Stream live auctions and place bids in real time, discover the value of a work of art, browse sale catalogues, view original content and more at [sothebys.com](http://sothebys.com), and by downloading Sotheby's apps for iOS and Android

# # #