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'Skyscanner for Scotch whisky' to offer rare tours



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Victoria Miller (Image: Sip Seekers)

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A new Scottish tourism initiative has been launched to give whisky lovers the chance to go behind the scenes at distilleries that are usually closed to members of the public.

It is the latest development at a travel technology start-up dubbed the Skyscanner for distillery and brewery tours established by drinks industry executive Victoria Miller.

Sip Seekers is designed to help **Scotch whisky** distilleries and brewers unlock revenue by opening up their tours to a wider audience.

It is now working directly with producers to create one-off or limited experiences at working distilleries. As part of the company's Sip Seekers Unlocked series, just 10 whisky lovers will be invited into Aberargie Distillery in Perthshire in October where they will be able to explore the site's production areas and maturation warehouse, taste new make spirit, and sample Aberargie's newly released whiskies.

The independent, family-owned distillery began production in 2017 on the Morrison family's 300-acre farm just south of Perth, following a "barley to bottle philosophy"; the barley used to make the whisky is grown on the surrounding estate.



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Ms Miller said the participation of Aberargie allows dram fans to gain insights beyond those offered by the traditional whisky visitor centre format.

"Scotland has more than 150 operating Scotch whisky distilleries, each with its own people, place and story behind it," she said.

"At Sip Seekers, we want to proudly shine a light on those stories and everything that makes whisky so special, right across Scotland.

"Some distilleries have incredible established visitor experiences, while others aren't normally accessible to the public at all. Unlocked gives us an opportunity to showcase another side of the industry - creating special moments that bring whisky lovers closer to the people, places and stories behind the bottles they love.

"Having spent 15 years working in the drinks industry, I've seen first-hand how powerful it can be when producers engage directly with the people who genuinely love their brands. There is something different about meeting the people behind a whisky, hearing its story where it was made and experiencing that sense of place for yourself."

Aberargie released its inaugural single malt in 2026 and will follow that on September 15 with the launch of its new Expressions range, which will explore the influence of two varieties of barley grown on the estate, Golden Promise and Laureate.

The tour brokered by Sip Seekers, which is priced £125 per person, take place on October 8; just 10 places are available.

Lauren Doherty, senior brand manager at Morrison Scotch **Whisky** Distillers, said: "We're delighted to be opening the gates of Aberargie for the first Sip Seekers Unlocked experience. As a working distillery that isn't normally open to the public, it's a fantastic opportunity to share Aberargie's story in the place where it all happens - from the barley growing in the surrounding fields to production and maturation on site.

"The timing is particularly exciting with the launch of our new Expressions range in September. We're looking forward to sharing those whiskies directly with guests just weeks after their release and allowing them to explore the influence of Golden Promise and Laureate barley at the very place the whiskies were created."

Ms Miller added: "These distilleries don't all need to become seven-day-a-week visitor attractions. Opening the gates for even a handful of carefully curated dates each year can create incremental revenue, introduce consumers to brands in an incredibly memorable way and create a new tourism product from assets that already exist.

"And that value travels beyond the distillery gates too. Visitors stay locally, eat, shop and explore, creating wider economic value for communities across Scotland.

"You have five generations of Morrison family whisky history, barley growing metres from where the whisky is made and brand-new expressions about to reach consumers - but ordinarily you can't simply book a tour and experience that story for yourself.

"For 10 people this October, we're changing that."

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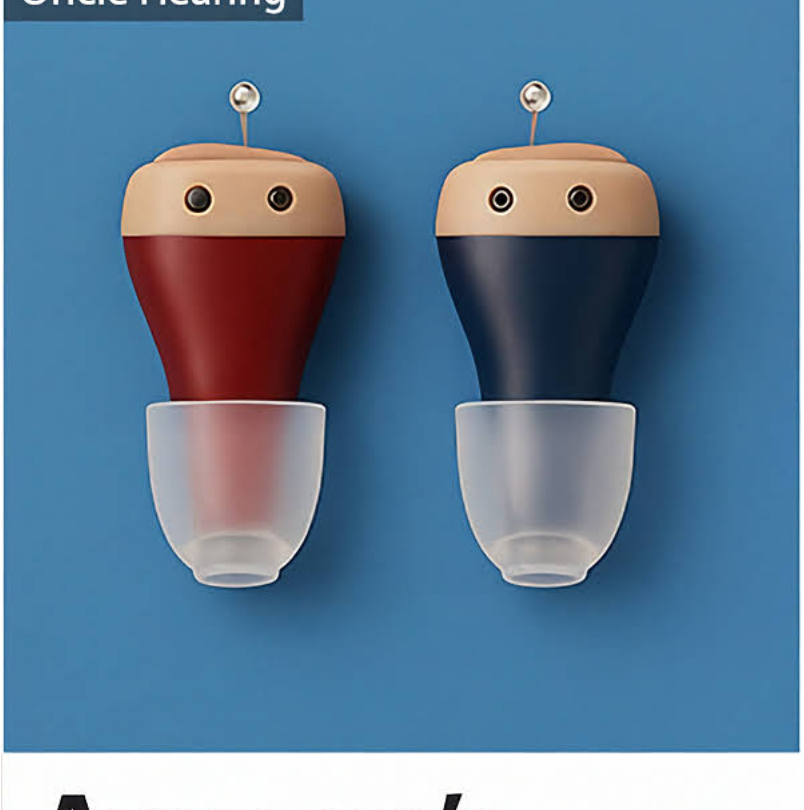
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