

Outlier

DISTILLING COMPANY



INTRODUCING OUTLIER

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Outlier is a craft distillery on the Isle of Man, a small and independent island nestled in the middle of the Irish Sea. As our name suggests, we're looking to do things a little differently from the mass market by producing a range of outstanding locally sourced spirits (where possible) and helping to create meaningful moments through our drinks and events.

What you need to know about us:

- We're working sustainably where we can: using off-cuts from the local sawmill to power our wood-fired still.
- Our distillery is in a converted milk shed on an UNESCO biosphere accredited farm (Ballakelly Farm in Andreas).
- We use locally sourced ingredients where possible, such as Manx honey in Honey Bun, hand foraged berries from the farm for Hedge Fund, and Manx water throughout.
- We're looking to create challenging spirits that stand out, both on your shelf and in your glass.



HOO LIE: A WORLD-BEATING DAIQUIRI

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HOO LIE MANX WHITE RUM 70 CL, 41% VOL

Hoolie is the Manx word for 'bloody windy', which it often is on the Isle of Man. Fermented from molasses in our old milking shed distillery and double distilled in our wood-fired still, Hoolie delivers a malty-liquorice gust with a charcoal filtered finish ready for daiquiris, mojitos or served simply with ginger ale and a wedge of lime. It makes a world-beating daiquiri.

Tasting notes: Biscuity cereal notes with sweet liquorice and a hint of vegetal fennel, a touch of butterscotch, and zesty spice.

RRP: £34

HURRICANE: BLOWING UP A STORM

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HURRICANE OVERPROOF MANX RUM 70 CL, 64% VOL

Outlier's step up from Hoolie. Fermented from molasses in our old milking shed distillery and double distilled in our wood-fired still, Hurricane blends overproof Hoolie rum with cask aged rum (also made by Outlier) to create a surprisingly smooth overproof that carries new American oak and Islay whiskey notes. Amazing in bold cocktails (think Zombie) or drunk neat as a sipping rum - squeezed wedge of lime optional.

Tasting notes: Caramel, smoke, seaweed, iodine with vanilla, coconut, straw and star anise on the back.

RRP: £44



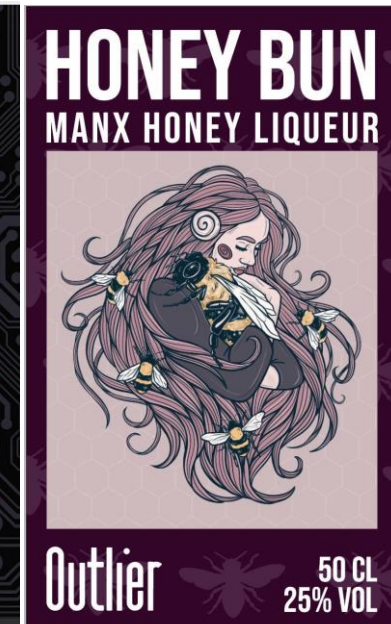
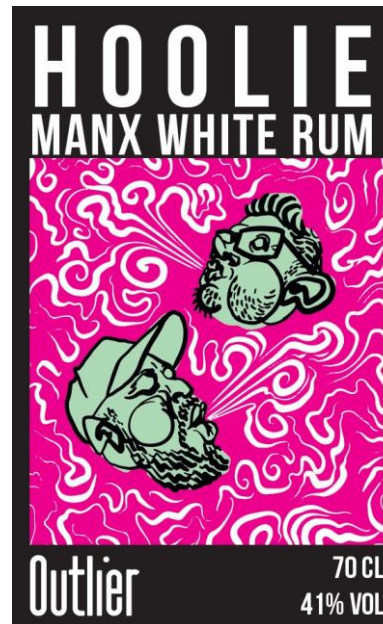
MARKETING & BRAND: ARTIST-LED LABELS

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PRESENTING LOCAL TALENT

We love it when we see our bottles taking pride of place on the shelf. We work with local artists to tie our spirits back to their Isle of Man home (without being too parochial) giving them some a lot of free rein to create an art-first modern vibe to our spirits. We're more than happy to creating polarising labels.



THE STORY SO FAR: HAVING A RUM TIME

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- Jun 20: Escaped lockdown and started conversion of old milk shed distillery
- Oct 20: Launched Manx schnapps **Hedge Fund**, first drink to receive 'Product of IOM' stamp
- Dec 20: Released **Pudtroleum**, tongue-in-cheek high proof rum for igniting Xmas puddings
- Jan 21: Tools down for a three-month Manx lockdown
- Mar 21: Outlier Manx Cup of Pubs & Bars social campaign lit up the island
- May 21: Launched **Honey Bun**, a small batch Manx honey liqueur
- Nov 21: Launched **Hoolie** Manx white rum with video that went (IOM) viral
- Feb 22: Twitter hero pop star **James Blunt** shows some Hoolie love on Instagram
- Oct 22: Outlier a surprise hit at **UK RumFest**; wins over reviewers, mixologists & consumers
- Nov 22: Hoolie almost takes top spot in **classic daiquiri blind-tasting** (Steve The Barman)
- Jan 23: Hurricane blows **Alan Titchmarsh, James Martin & Jimmy Doherty** away on ITV



OUTLIER: HOW IT STARTED

Ian Warborn-Jones is a winemaker turned spirit producer. Having spent time working in the vineyards of Portugal, Ian leapt at the chance to enjoy the sunny climes of the Isle of Man. A chance meeting in 2019 led Ian to meet **Rick Dacey**, a journalist turned comms consultant who was also looking for a new challenge, not least of all to escape the corporate grind.

Together, they realised they could combine forces to make some great drinks and an amazing company, all while giving something back to their new home and the other assorted heroes and lunatics who have put down their roots in Mann. In June 2020, as lockdown eased, Outlier set up shop in an old milking shed on Ballakelly Farm in Andreas and started readying itself to make excellent, interesting, locally sourced spirits.

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IAN WARBORN-JONES: WINEMAKER TURNED SPIRIT PRODUCER

Started from the ground up. Worked in the trade as a delivery driver for Majestic and a wine seller at AWC Antique Wine before getting a Viticulture and Oneology degree from Plumpton College. Moved to the Isle of Man to be Head Distiller at the Seven Kingdom Distillery before setting up Outlier.

RICK DACEY: JOURNALIST TURNED MARKETING AND COMMS CONSULTANT

Worked as a reporter and magazine editor before moving into consumer-facing marketing for global gaming giant PokerStars. Worked up to the position of Head of Communications, Press Office and Owned Media, managed the rebrand of The Stars Group and led the Comms teams during the multi-billion pound integration of TSG, Sky Bet and Flutter. Escaped from the rat race to co-found Outlier.