

PRESS RELEASE – 18 January 2008

CAIRNGORM BREWERY – MAJOR SHAKE UP!

The Cairngorm Brewery Company, based in Aviemore, has recently had a major managerial shake up – following the departure of Merlin Sandbach, Sales Manager and Robbie Walker, Managing Director. Samantha Faircliff, is now Managing Director. “It is really great to be back! It is always good to be away from something to be able to come back with renewed energy and ideas” said Sam.

Ed Quinn has been appointed as Sales Manager. Ed previously owned the Topsy Laird in Kingussie and has many years experience in the drinks industry. “Having used Cairngorm Beers for the last 3 years at “The Topsy” I was obviously aware of what great products, reliability and service the brewery provided. The chance to join the small, efficient and fun team was too good to miss! Our products sell themselves and I will be giving them a helping hand” said Ed.

Beth Tyler who has been with Cairngorm Brewery since its creation in 2001 will now be responsible for Marketing and Customer Relations. “We have always prided ourselves on the relationships we have with our customers and are keen to develop these further” said Beth. Beth will be working with customers to develop a strong events programme throughout the north of Scotland and will be out on the road ensuring we are delivering a first class service.

Martin Riley, Executive Chairman of Cairngorm Brewery said “It is now time for Cairngorm Brewery to capitalise on the excellent reputation our beers have for quality. With numerous Champion Beer Awards over the last few years we know we can deliver products that are appreciated countrywide.”

“The future is very exciting for us and after six years of hard work, building solid foundations, reviewing our operational procedures and finding the right team – we are now ready for the next stage of our development. As part of our customer service drive we are now opening the Shop at the Brewery on Saturdays from 9am – 5pm to ensure customers can get our products for the weekend. Being located in Aviemore means that we have many visitors to the area who want to take our product home when they leave.” said Samantha Faircliff

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Photo to follow.