MULTI RESOURCE MARKETING LTD

CASE STUDY

Kilchoman Distillery Historic Prize Draw

Kilchoman Distillery Celebrating 20 Years with a Historic Prize Draw

Founded in 2005, Kilchoman is one of Islay's newest but most respected whisky distilleries, known for its traditional farm-to-bottle production. In 2025, Kilchoman marked its 20th anniversary with a unique celebration, a prize draw offering whisky enthusiasts the chance to win a bottle drawn directly from **Cask No. 1**, the very first cask ever filled at the distillery. Valued at £20,000, this bottle represented a milestone not just for Kilchoman, but for its global community of supporters.

Rather than selling the bottle to collectors or investors, Kilchoman wanted to create a fair and inclusive opportunity. As Managing Director Anthony Wills explained:

"As we considered how to mark this 20-year milestone, it became clear that selling it outright would put it out of reach for many of the people who have supported Kilchoman from the beginning. Instead, we have decided to offer the bottle as part of a prize draw. While only one person will ultimately win, this approach gives everyone an equal chance, not just collectors or investors with deep pockets, and hopefully, the

The Challenge

To ensure the prize draw was fair, transparent and legally compliant, Kilchoman required:

Expert advice on competition structure and compliance with UK law.

Drafting and managing terms & conditions for participants.

An independent, auditable process for collating entries and selecting a winner.

Kilchoman approached MRM, specialists in prize promotions and independent adjudication, to design and oversee the process.

The Solution

1. Competition Setup

Clear terms and conditions were created, revised and agreed with Kilchoman.

A dedicated promotional webpage was launched for online entries.

To comply with competition law, a **free postal entry route** was established via MRM's PO Box at Barberton House. Postal entries were batched in groups of 100 and individually entered alongside digital paid entries.

2. Entry Management

Upon the closing date (14th December 2025), Kilchoman closed the website to new entries.

All unique competition entry numbers (not personal details) were securely transferred to MRM via SFTP to ensure **GDPR compliance**.

Postal entries were numbered and merged with the online entries to create a single anonymised master list.

3. Independent Winner Selection

The anonymised list was processed through **Lodestone**, MRM's promotional software platform.

Lodestone uses a cryptographically secure randomisation process developed by the **League of Entropy** (a global collective of programmers and academic institutions), guaranteeing an unbiased outcome.

The winning entry number was securely returned to Kilchoman, who then matched it against customer details to identify the winner. MRM retained the ability to redraw if required, ensuring independence and integrity throughout.

Results

Fairness & Transparency: Every participant, whether entering online or by post, had an equal chance of winning the £20,000-valued bottle.

Regulatory Compliance: MRM ensured the process adhered to competition law, GDPR requirements and best practice in consumer promotions.

Brand Impact: By choosing a prize draw over an outright sale, Kilchoman reinforced its commitment to whisky lovers rather than investors, strengthening its reputation for authenticity and accessibility.

Legacy of Giving: As with previous rare cask releases (3, 10, and 17-year commemorations), this initiative continued Kilchoman's tradition of celebrating milestones in a way that benefits both its supporters and the wider community.

Conclusion

The Kilchoman 20th Anniversary Prize Draw demonstrated how careful planning, independent oversight, and consumer-first thinking can turn a rare product release into a memorable brand experience. With MRM's guidance, Kilchoman successfully balanced compliance with creativity, ensuring that the winner of Cask No. 1 truly represented the community that has supported the distillery since its founding.

Prize Draw

Terms & Conditions