

# AR STÒRAS GÀIDHLIG

Geàrr-chunntasan raoin: Gàidhlig agus Uisge-beatha Albannach



Tha co-chomhairleachadh is còmhraidhean buidheann-fòcais air cuideam a leigeil air cleachdadh na Gàidhlig ann am branndadh Uisge-beatha Albannach, le mòran den bheachd gum bi a' Ghàidhlig na pàirtmhòr den raoin thairis air ùine. Thathar a' faicinn na Gàidhlig mar so-mhaoin luachmhor a thaobh a bhith ag àrdachadh eadar-dhealachadh, a' cuir cuideam air cho àraid sa tha an stuth agus a' cur gu dearbhach ri beachdan luchd-ceannach a thaobh cinnteachd is tùsachd. Tha argamaid ann cuideachd gu bheil dreuchd aig a' Ghàidhlig ann a bhith a' tàladh luchd-ceannach ùr ann am margaidhean a tha ann mar-thà, agus gus cur ri tarraingeachd na sgìre san fharsaingeachd do luchd-turais.

Tha na companaidhean seo gu follaiseach a' reic an uisge-bheatha dhaor seo ann an dòigh a tha ag innse dhuinn gu bheil na h-ainmean Gàidhlig cudromach dhaibh - cha bhiodh iad ga dhèanamh mura biodh. Cha bhi ainm Gàidhlig air an fheadhainn ùra. Tha an t-ainm Gàidhlig a' cruthachadh ceangal eachdraidheil leis an àrainneachd, agus tha e follaiseach gu bheil tarraing anns an àrainneachd – tha e glan, msaa, agus is iad seo na ceanglan. Tha thu, gun teagamh sam bith, a' reic iomhaigh. Tha na companaidhean mòra seo gu follaiseach dha chleachdadh mar inneal margaidheachd".

Ann an Aithisg Staitistheil Chomainn Uisge-bheatha na h-Alba (SWA) airson 2012/18, tha e air a thuiarmse gu bheil luach gnìomhachais an uisge-bheatha a thaobh as-mhalairt aig £4723billean (agus £769 den seo bhon as-mhalairt den seòrsa àraid 'Single Malt'). Tha buill a' chomainn a' fastadh 8,636 neachobrach ann an Alba (8,836 san RA gu lèir). Tha am fastachd seo air a bhriseadh sìos ann an Clàr 4.1 a rèir sgìre 19.

#### CLÀR 4.1: FASTACHD ANN AN COMPANAIIDHEAN BALLRACHD SWA A RÈIR SGÌREAN

Sgìre	Àireamh Luchd-obrach
Meadhan Alba is Fìobha	1830
Roinn a' Mhonaigh	1230
Gàidhealtachd	389
Lodainn	785
Srath Chluaidh	4263
Taobh Tatha	139
An còrr den RA	227

Tùs: Comann Uisge-beatha na h-Alba, 2012

Tha 285 brandd de dh'uisge-beatha aig buill Chomainn Uisge-bheatha na h-Alba (SWA), agus dhen àireamh seo thathar a' tuairmse gu bheil còrr is aon-còigeamh dhiubh a' cleachdadh ainmean, faclan no abairtean Gàidhlig; taobh a-staigh seo, tha trì-chairteal den fheadhainn a tha a' cleachdadh ainmean, faclan no abairtean Gàidhlig a' cleachdadh ainm-àite, no toinneamh Beurla de dh'ainm-àite.

A-mach às na branndan/stuthan a tha a' cleachdadh ainmean, faclan no abairtean Gàidhlig, tha faisg air 90% dhiubh nan 'Single Malts', agus tha a' mhòr-chuid de na branndan is stuthan a tha a' cleachdadh ainmean-àite Gàidhlig nan 'Single Malts'. A' gabhail ris gu bheil 93 brandd 'Single Malt' air an dèanamh le buill an SWA, tha e reusanta co-dhùnadh gu bheil na h-ainmean brandd/stuth sa Ghàidhlig dualtach a bhith a' sònrachadh agus a' mìneachadh an cliù as àirde a thaobh an uisge-bheatha.

A dh'aindeoin mar a tha dreuchd na Gàidhlig cho follaiseach ann an gnìomhachas an uisge-bheatha, agus gu h-àraid aig 'ìre 'single malt' a' ghnìomhachais, mar a chithear gu h-àrd, tha an luach a bharrachd a tha mar thoradh air cleachdadh na Gàidhlig ann an uisge-beatha a' feumachdairn fuasgladh air grunn cheistean.

An toiseach, tha an luach a bharrachd aithnichte (le riochdairean gnothachais/ gnìomhachais) a thaobh mar a tha e cocheangailte ri mar a tha e a' cur ri agus ag ath-dhaingneachadh cinnteachd is tùsachd, agus tuiirse air cliù (agus seo is coireach nach eile Gàidhlig cho tric air a chleachdadh airson uisge-beatha coimeasgaichte).

San dàrna àite, a' gabhail ris a' mhargaidh eadar-nàiseanta far a bheil a' reic an uisge-bheatha, tha e cudromach nuair a thèid Gàidhlig sam bith a chleachdadh nach eil e cur luchd-ceannach ann am breisleach – feumaidh an t-ainm Giadhlig a bhith furasta fhuaimneachadh (furasta a ràdh gu fogharach), no tha toinneamh Beurla de dh'ainm Gàidhlig air a chleachdadh. Air a shon sin, tha e aithnichte gu bheil cuid de na 'single malts' a cleachdadh ainmean Gàidhlig gu soirbheachail – m.e. an fheadhainn a tha air an dèanamh ann an Ìle.

San treas àite, tha an co-chomhairleachaidh cuideachd air sealltainn, ged a thathar ag aithneachadh gu bheil a' cleachdadh na Gàidhlig, agus gu bheil sin a' cuideachadh gus cinnteachd a dhaingneachadh, chan eil a' Ghàidhlig na prìomh adhbhar san t-seadh sin. Ged a thathar ga faicinn mar feumail, chan eil i riatanach. Thuir aon duine ris an deach bruidhinn:

"Tha i na pàirt bhunaiteach dhen bhrandd againn, ach tha mi den bheachd gun deidheadh uisge-beatha a reic co-dhiù."

Sa cheathramh àite, a thaobh oidhirpean a thathar a' dèanamh gus cainneachadh a dhèanamh air an luach a tha Gàidhlig a' cur ri margaidh uisge-beatha 'single malt' (san fharsaingeachd no airson brandd no stuth sònraichte), chan eil seo fiù 's air fheuchainn le cuid de na tha an sàs san roinn seo. Tha seo air sgàth 's cho duilich is dùbhlach sa tha e luach a chur air branndan san fharsaingeachd – chan eil an fheadhainn ris an do bhruidhinn sin air feuchainn ri luach a bharrachd air sgàth toinneamh Gàidhlig air brandd/stuth a tha tarraingeach a chainneachadh (ach a-mhàin Praban na Linne, a dh'fheuch ri leithid a dhèanamh airson an rannsachaidh seo – faic an sgrùdadh-cùise nas tràithe san earrann seo).

Gu h-iomlan, tha dreuchd na Gàidhlig ann am margaidh uisge-beatha na h-Alba, agus gu h-àraid an fheadhainn ris an canar 'single malt', air aithneachadh airson a bhith a' cur ris, agus a' cuideachadh le bhith a' daingneachadh cinnteachd is tùsachd, gu sònraichte ann am margaidhean speisealta. Tha an fheadhainn ris an do rinn sinn co-chomhairleachadh, ge-tà, a' cumail a-mach gu bheil feartan eile (a' cur cuideam air càileachd air sgàth 's gur e uisge-beatha Albannach a th' ann agus a' daingneachadh suidheachadh cruinn-eòlach agus an tùsachd a tha an lùib sin), air an cothromachadh, nam feartan nas cudromaiche na cleachdadh na Gàidhlig.

[www.scotch-whisky.org.uk/news-publications/publications/documents/statistical-report-2012](http://www.scotch-whisky.org.uk/news-publications/publications/documents/statistical-report-2012)

Tha an dòigh anns a bheil aithisg SWA 2102, a rèir choltais, a' cleachdadh nan sgìrean Albannach mar a chaidh an daingneachd ro 1996 mar bhun-stèidh airson an anailis sgìreil air fastachd.

[www.scotch-whisky.org.uk/members-brands/brands](http://www.scotch-whisky.org.uk/members-brands/brands)

#### Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu [www.hie.co.uk/gaelic](http://www.hie.co.uk/gaelic)

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"These companies are clearly selling these luxury whiskies in a way that the Gaelic name is important to them – otherwise they wouldn't do so. The new ones wouldn't have a Gaelic name. The Gaelic name links them back to the environment, and clearly the environment has a cachet – it's clean etc. and these are the links. You're definitely selling an image. These big companies are clearly using it as a marketing tool".

In the Scotch Whisky Association's Statistical Report 2012, it is estimated that the value of the Whisky industry in export terms is £4.723 billion (of which £769 million is from the export of Single Malt Whisky). Its members employ 8,636 people in Scotland (8,663 in the whole of the UK). This employment is broken down in Table 4.1 by region.

**TABLE 4.1: EMPLOYMENT BY REGION**

Area	Number of Employees
Central and Fife	1830
Grampian	1230
Highland	389
Lothian	785
Strathclyde	4263
Tayside	139
Rest of UK	227

Source: Scotch Whisky Association, 2012

Members of the Scotch Whisky Association (SWA) have 285 brands of Scotch Whisky, and of this number it is estimated that more than one-fifth use Gaelic names, words or phrases in their product names; within this, three-quarters of those using Gaelic names, words or phrases use place-names, or anglicised versions of place-names.

Third, consultations also highlighted that whilst acknowledging that Gaelic is used, and that it helps to underpin authenticity as noted above, Gaelic is not a key driver in this way. Whilst it is recognised as being useful, it is not fundamental. One consultee noted that: "It is an integral part of our brand but probably whisky would sell anyway"

Of the brands/products (produced by SWA members) which use Gaelic names, words, or phrases, almost 90% of them are Single Malts, and the vast majority of the brands and products that use Gaelic place names are Single Malts. Given that there are a total of 93 Single Malt brands produced by members of the SWA, it is reasonable to conclude that Gaelic brand/product names tend to designate and exemplify the upper end of the market for whisky.

However, notwithstanding the clearly recognisable role of Gaelic in the whisky industry, and in particular in the single malt end of the market, as set out above, the added value resulting from the use of Gaelic in whisky faces a number of issues:

First, the recognised added value of Gaelic is identified (by businesses/industry representatives) as being around the enhancement and re-affirmation of authenticity and provenance, and perceptions of prestige (which is also why Gaelic tends not to be used in blended whiskies).

Second, given the international markets within which Scotch whisky sells, it is important for any use of Gaelic not to confuse the consumer/purchaser – and therefore easy to pronounce (i.e. phonetically easy to say) Gaelic names, or anglicised versions of Gaelic names are sometimes used. Although it is also recognised that some single malts do successfully use Gaelic names – e.g. the Islay malts.

Overall, Gaelic's role in the Scotch whisky market, and in particular the single malt Scotch whiskies, is recognised as adding to and assisting with reinforcing authenticity and provenance, especially in niche markets. However, consultees do suggest that other aspects (emphasising quality through the fact that it is Scotch whisky and emphasising the geographic location and related place provenance) are, on balance, more important factors than the use of Gaelic.

www.scotch-whisky.org.uk/news-publications/publications/documents/statistical-report-2012

The presentation of the 2012 SWA report suggests that it uses the pre-1996 regional geographies for Scotland as the basis for its regional analysis of employment.

www.scotch-whisky.org.uk/members-brands/brands

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Consultations and focus group discussions have highlighted the use of Gaelic in the branding of Scotch whisky, with many suggesting that over time Gaelic has become strongly embedded in the sector. It is regarded as being a valuable asset in enhancing differentiation, emphasising the uniqueness of the product and positively contributing to customer perceptions of authenticity and provenance. Gaelic is also argued to have a role in attracting new customers in existing markets and helps to enhance the overall attractiveness of the area to visitors.



Sector overview: Gaelic and Scotch Whisky

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