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 pàirtmhor den raoin thairis air úine. Thathar a’ fàicinn na Gàidhlig mar so-mhaoin luachmhòr a thaobh a bhith ag àrdachadh eadar-dhealachadh, a’ cuir cuideam air cho áraid sa tha an stuth agus a’ cur gu dearbhach ri beachdan luchd-ceannach a thaobh cinnteachd is túsachd. Tha argamaid ann cuideachd gu bheil dreuchd aig a’ Ghàidhlig ann a bhith a’ tèladh luchd-ceannach ur ann am margaidhean a tha ann mar-thà, agus gus cur ri tarraingeachd na sgire 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 dhruinn gu bheil na h-ainmean Gàidhlig cudromach dha-athbh - cha bhiodh iad ga dhèanamh mura biodh. Cha bh i ainm Gàidhlig air an theadhainn úra. Tha an l-a’ainm Gàidhlig a’ cruthadhadh ceangal eachdraidheil leis an àrainneachd, agus tha e follaiseach gu bheil tarrainn anns an àrainneachd – tha e glan, msa, agus is iad seo na ceanglan. Tha thu, gun teagamh sam bith, a’ reic 1omhaigh.  Tha an na compagnaidhean mòra seo gu follaiseach dha chleachdadh mar inneal margaidheachd”.

Ann an Aithsigh Staititeit Chomann Uisge-bheatha na h-Alba (SWA) airson 2012, tha e a air a thuiarnachd gu bheil luach gum a thug airson 201218, tha 285 brannd de dh’uisge-beatha aig buil Chomann Uisge-bheatha na h-Alba (SWA), agus dhon aireamh seo thathar a’ tuairismh gu bheil còir is aon-còigeamh dhuiubh a’ cleachdadh a’aimmean, faclair no abairtean Gàidhlig; taobh a-staigh seo, thu tri-chairiteal den fhèadan ann a tha a’ cleachdadh a’aimmean, faclair no abairtean Gàidhlig a’ cleachdadh a’-aimmean, no toineamh Beurla de dh’aimmean-àite.

A-mach às a branndann/stuthan a tha a’ cleachdadh a’aimmean, faclair no abairtean Gàidhlig, tha faisg air 90% dhuiubh nan ‘Single Malts’, agus tha a’-mhor-chuid de na branndan sin stuthan a tha a’ cleachdadh a’aimmean-àite Gàidhlig nan ‘Single Malts’. A’ gabhail ris gu bheil 93 brannd ‘Single Malt’ air an dèanamh le buil ann SWA, tha e reusanta co-dhùnadh gu bheil na h-ainmean brand/stuth sa Gàidhlig dualta a bhith a’ sònraichd agus a’-mineachadh an clù as àirde a thaoibh an uisge-bheatha.

A dh’aindeoin mar a tha dreuchd na Gàidhlig cho follaiseach ann an gniomhasach an uisgebeatha, agus gu h-àrraid aig ‘íre single malt’ a’ gniomhaschais, mar a chittear gu h-àrd, tha an luach a bharrachd a tha mar thoradh air cleachdadh na Gàidhlig ann an uisge-beatha a’ feumachdainn fuasgladh air grunn cheistean.

An toiseach, tha an luach a bharrachd aithnichte (le nochdairmeach gniomhaschais/gniomhaschais) a thaoibh mar a tha e cocheangailte ri mar a tha e a’ cur ri agus ag ath-dhaingeachadh cinneachadh is túsachd, agus tuigse air clù (agus seo is coireach sam bith a thaoibh an uisge-bheatha.

San dàmha àite, a’ gabhail ris a’ mhargaidh eadar-náiseanta far a bheil air a reic a’-aegis an uisge-bheatha, tha e cudromach nuair a tha Gàidhlig sam bith a cleachdadh nach eil e cur lucht-ceanach ann am breisleach – feumaidh an t-a’imn Gàidhlig a bhith furasta hluaimneachadh (furasta a ràdh gu foghachar), no tha toineamh Beurla de dh’aimmean Gàidhlig air a cleachdadh.

Air fhoilseachadh le
Iomairt na Gàidhealtachd ’s nan Eilean.

Airson an aithisg uile agus fhoilseachadh eile, thigear gu www.hie.co.uk/gaelic

Iomairt na Gàidhealtachd ’s nan Eilean, Taigh Friséal, Sráid nam Manach, Inbhir Nis, IV1 1BA, Alba

t. +44 (0)1463 234171
f. +44 (0)1463 244469
e. info@hient.co.uk
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.
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 (8,863 in the whole of the UK). This employment is broken down in Table 4.1 by region.

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.

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.

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”

Fourth, in terms of any attempts to quantify the value that Gaelic adds to the single malt whisky market (generally or for any specific brand or product), this is not even attempted by some of those involved in the sector. This is due to the difficulties and challenges of valuing brands in general – trying to quantify the specific added value of a Gaelic dimension to a particular brand/product is not something that consultees have attempted to do (with the exception of Praban na Linne which did seek to do so for this research study – see the case study earlier in this section).

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.


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

### TABLE 4.1: EMPLOYMENT IN SWA MEMBER COMPANIES BY REGION

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central and Fife</td>
<td>1830</td>
</tr>
<tr>
<td>Grampian</td>
<td>1230</td>
</tr>
<tr>
<td>Highland</td>
<td>389</td>
</tr>
<tr>
<td>Lothian</td>
<td>785</td>
</tr>
<tr>
<td>Strathclyde</td>
<td>4263</td>
</tr>
<tr>
<td>Tayside</td>
<td>139</td>
</tr>
<tr>
<td>Rest of UK</td>
<td>227</td>
</tr>
</tbody>
</table>

Source: Scotch Whisky Association, 2012