



## OUR CULTURE STATEMENT

WE EXIST TO MAKE THE WORLD FALL IN LOVE WITH SCOTCH WHISKY

We achieve this by inspiring, enthusing, educating and impassioning our visitors (and each other) about Scotch whisky in everything that we do.

We represent each of our shareholders and stakeholders fairly with no bias.

We promote a culture which places sustainable best practice at the core of our organisation.

As a team we developed a set of values which remain at the heart of all that we do as a business:



### **AUTHENTICITY** *a natural character*

As a senior team we lead by example, exhibiting the behaviours we look for in our SWEople- supportive, trustworthy, friendly and enthusiastic. We walk the walk!

### **PEOPLE** *a warmth of spirit*

We embody the renowned Scottish hospitality, and everyone receives the warmest of welcomes and is treated as an individual.

We work together within a team environment of mutual respect, honesty and kindness.

### **PASSION** *a powerful blend of enthusiasm and devotion*

We are knowledgeable and enthusiastic about Scotch whisky and Scotland and take pride in representing the industry here in Edinburgh.

### **LEARNING** *a thirst for knowledge*

We inspire, enthuse, educate and impassion through our experiences and our comprehensive training. Every day is a school day!

Positive and constructive feedback is given daily to help our teams be their best selves.

We advocate blameless problem solving. Mistakes happen and we see them as opportunities to learn and improve. We like our team to be solution focused.

### **EXCELLENCE** *a raising of the bar*

Nothing is ever fine – everything is always excellent. We don't compromise - decisions are made based on our vision, mission and values. We must always ask ourselves, "Is this the best experience for our customer/shareholder/stakeholder?"

### **FUN** *a double measure!*

We believe fun should be part of everything we do. Our visitors are on holiday and we're in the business of helping people create lasting memories of their time with us and Scotland as a whole. We exist to make the world fall in love with Scotch whisky, what could be more fun than that?



Our values are not intended to be passive but rather act as a compass for us to base decisions, actions and our behaviours. Our team will be held accountable for how they live and breathe these values and behaviours day to day within their roles.