

60 SECONDS WITH AN ENTREPRENEUR...

JONNY INGLEDEW

Role: Co-Founder & MD

Company Name: North Uist Distillery

Sector: Food & Drink

Founded: Founded 2017, started trading in 2019

Base: North Uist, Outer Hebrides

Purpose: We currently produce a range of gins but our mission is to put Uist on the whisky map and champion the use of the islands historic bere barley, all whilst minimising our environmental impact.



How did you come up with your business idea? My co-founder and I were keen to move back to the Outer Hebrides so I went back to university and studied brewing and distilling and worked in the industry prior to starting our own business.

What's been the highlight of the last year for you? Growing our team from 3 to 10 in 2021 and seeing the momentum we are gaining with an aligned purpose is exciting.

How did you come up with your business name? The brand name for our gin range is 'Downpour', which is less about the Hebridean weather and more about its USP, which is twice the concentration of botanicals for big bold flavours you can taste in every drop.

Is there anything on your business bucket list? I am looking forward to seeing whisky spirit trickle from our stills for the first time - a culmination of 9 years of work.

What's your favourite thing about being an entrepreneur? I love problem solving and the puzzles in this game get harder every time you solve one!

the best thing about being an entrepreneur in Scotland? The business support available in this country is exceptional and I feel incredibly fortunate to be able to benefit from.

What's the best piece of advice you ever received? Train your team so they can leave and treat them well so they won't want too. Each of our team members has an annual training budget and they are all shareholders in the business.

Who's been your biggest supporter? First and foremost, my co-founder and life partner who agreed to join me on this journey. Our family are incredibly supportive also, along with our community in the Hebrides who have supported us from the very beginning.

How do you care for each other's wellbeing at work? One of our aims is to be the best employer on the islands of Uist so we take wellbeing seriously. We encourage lunch time walks at the beach by our distillery, we have flexible working hours, staff days out, and a two-way appraisal twice a year.

How do you start your day? When the weather permits I will be out for a morning surf before work.

What's the best business book you've read? *Let My People Go Surfing: The Education of a Reluctant Businessman*, by Yvon Chouinard. Its a moving account of an inspirational business and a blueprint for balancing profit with people and the planet.

Any office pets? I would love to have a pet husky but dog hair flavoured spirits would not sell well!

What's your best tip for achieving a good life/work balance? Ask yourself the question, what do I want to be defined by? Your business will likely be one, but if there are others then you need to make time for that also. My arrangement is simple, when the swell arrives I go surfing and otherwise I will likely be working!

What would you say is the secret to success? I think you need 5 things to be an effective entrepreneur; 1. Do not fear failure, 2. Good market knowledge, 3. A credible reputation, 4. A good network, 5. A mentor whose opinion you value.

What's your big dream? To create one of the best single malt whisky's on the planet.

How would you like to be remembered? For creating a happy engaged and empowered team.

Where can we find out more about your business? www.northuistdistillery.com / Insta: [northuistdistillery](#) /

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