

Press Release

-----FOR IMMEDIATE RELEASE-----

Cape Byron Distillery and the Water of Life announce the Australian premiere of both the film and the first taste of single malt whisky coming from the Distillery

Byron Bay – MARCH 8TH 2021 – Cape Byron Distillery, creators of Brookie’s Gin and soon to be released single malt whisky will launch the film [THE WATER OF LIFE – A WHISKY FILM](#) with a live screening at the distillery and a virtual online viewing available to audiences globally. Attendees will enjoy an exclusive sampling of Cape Byron’s new single malt whisky, followed by a live Q&A with master distiller Jim McEwan, next generation distiller Eddie Brook and film director Greg Swartz.

The Water of Life is a feature documentary that focuses on the craftsmen, chemists, and renegades at the heart of the whisky revolution that turned the stagnant scotch whisky industry of the 1980s into the titan it is today. The Film follows Jim McEwan, the world’s most awarded Scotch whisky distiller, during his time in Australia at Cape Byron Distillery, where he played a pivotal role in the birth of their new spirit - the soon to be released single malt whisky. Cape Byron is also the only Australian distillery to feature on the film.

Starting behind the locked gates of an abandoned distillery, Jim McEwan and Mark Reynier -- “the most unlikely partnership in the history of whisky” -- share their personal experiences of the risk-taking and wild experimentation they used to turn Bruichladdich into a creative and financial powerhouse.

The film also takes you on the journeys of visionaries like Gordon & MacPhail, Billy Walker, Rachel Barrie and David Stewart, whose mixture of talent, chemistry, hard work, grit, and a little sprinkle of magic paved the way for the next generation of innovators like Adam Hannett, Kelsey McKechnie, Liam Hughes, Iain Croucher, and Eddie Brook.

The Water of Life is a uniquely personal perspective on the evolution of whisky by those who lived it - the story of those who played a key part in rediscovering the crafting of the ancient spirit.

The Australian Premiere held at Cape Byron Distillery will be showing on the 1st of April 2021 and will offer whisky fans a unique film screening and tasting experience.

The simultaneous virtual online viewing will also include the movie screening and an exclusive tasting kit of the Cape Byron Distillery single malt sample. Fans can also choose to access the viewing without the whisky tasting kit.

The tasting kit will include 25ml samples of:

- Cape Byron Distillery new make spirit
- Cape Byron Distillery Single Malt Whisky
- Barrell aged Mac. Liqueur

“Our biggest challenge, as with any food or drink film, is you can’t taste the screen. When putting this event together it was important that we found a way to bring not just the story to the screen, but to engage the audience in a way whisky does,” said Director Greg Swartz.

“When you take that first sip your senses are bombarded not only with the smell and taste, but it taps into your memories, feelings, and emotions if you let it,” Swartz continued. “Our special hybrid

event will bring all the senses together through watching the movie, pairing that with the tasting kits, and offering the opportunity to join the stars to hear them talk more about their passions.”

Co-Founder and Distiller of Cape Byron Distillery, Eddie Brook, says, “We’re so excited to share this film with Australian whisky fans and to showcase our new single malt that is soon to be released this year. The film captures that moment when Jim was at the distillery when we first started this whisky journey and now, we get to share the spirit with the whisky community.”

For tickets, tasting kits and other offers please visit www.capebyrondistillery.com or <https://www.eventbrite.com.au/e/water-of-life-whisky-film-screening-and-live-qa-tickets-144101955829>.

Tickets:

- Cape Byron Distillery in person event - \$85.
- Virtual attendance + whisky tasting kit - \$55.
- Virtual attendance only - \$35

To view the trailer, visit <https://youtu.be/7SQCjuO6rwo> and more from the website <https://wateroflifefilm.com/>.

About Cape Byron Distillery:

Our highly awarded distillery is located in the hinterland of Byron Bay on a 95-acre macadamia farm and 30-year-old regenerated subtropical rainforest. The Distillery’s cellar door provides guided tours of both the rainforest and Distillery with gin tastings and cocktails served at the bar and balcony which overlooks the property. Recently awarded as the 2020 ‘Sustainable Distillery of the Year,’ we are passionate about rainforest regeneration and minimising impact on the environment.

About The Water of Life

The Water of Life film is produced by Blacksmith & Jones, an independent media production company. The film grew from a love of scotch and wanting to learn more about the craft. As the team researched and met some of the greats of the industry, we discovered a story which grew beyond what we originally thought it would be.

We found a story of rebels and alchemists who, against all odds, managed to breathe life back into a stagnant industry and put it on a path to become the global titan it is today. In making this film we set out to tell human stories about the world of spirits; to tell stories about the people who dedicate their lives to mastering a craft. These are craftspeople using techniques and traditions that, in some cases, harken back to the Bronze Age and the very advent of distillation.

Film as a format doesn’t allow the viewer to taste the drink, we must use the tools of cinema to emulate one of the most complex and nuanced sensory experiences known to humankind. With immersive shots, sounds, and stories, we hope to give viewers an experience as visceral as enjoying these spirits in person.