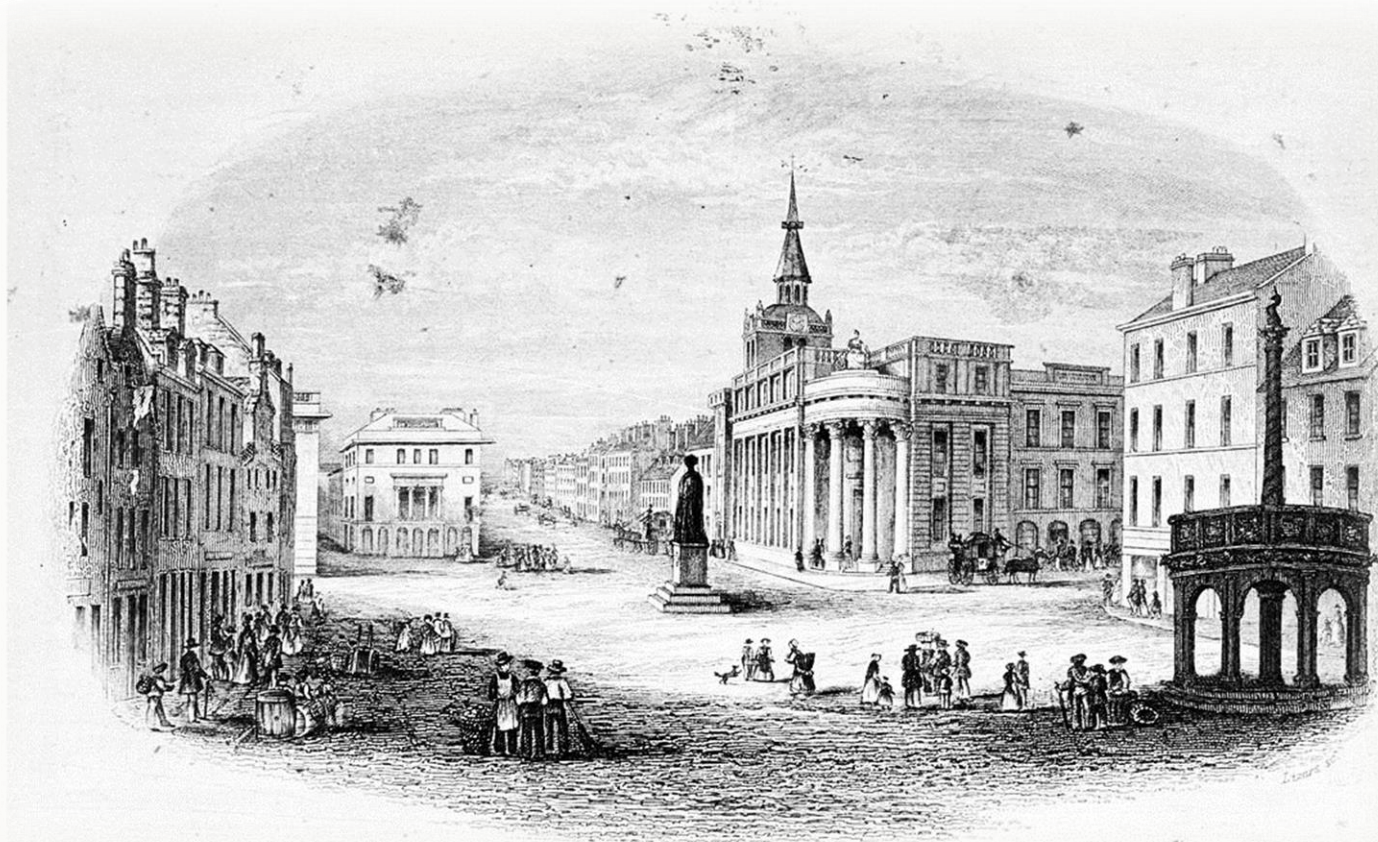


Chivas Brothers traces its' origins to a grocer's business selling quality provisions, wine and spirits in the historic Castlegate marketplace of Aberdeen in 1801 .



Early 19th Century view of Castle Street with the original shop on the left, Union Street running into the distance and King Street to the right.

Chivas Brothers

- 1801** Robert Troup selling an extensive array of quality provisions, wine and spirits from his shop on Castle Street.
- 1810** James Chivas born December 20, at Overton of Dudwick, near Aberdeen. John Chivas born 8 April, 1814.
- 1823** William Duncan, who had worked for Troup for many years, purchased Mr Troup's stock of goods and carried on the business (believed to be 44 Castle Street). Robert Troup dies 1824.
- John Forrest, who had worked for Robert Troup since 1814, set up on his own shop two doors west on Castle Street (47) .
- 1828** John Forrest dies. The shop is acquired by William Edward who had managed the business on Castle Street for many years.
- 1836** James and John Chivas travel 20 miles from their home to Aberdeen. James Chivas is employed by William Edward and later becomes a partner in the grocery business. John Chivas employed by D.L. Shirres merchant and hatmaker in George Street.



Castle Street 1812

Chivas Brothers

1837

William Edward moves to spacious premises at 13 King Street, Aberdeen and leases his shop on Castle Street. Amongst the goods advertised was fine malt whisky.

1841

William Edward dies and the business is acquired by James Chivas and Charles Stewart and trade under the name 'Stewart & Chivas' at 13 King Street.

1843

First royal warrant granted by Queen Victoria to James Chivas as, 'Purveyor of Grocery in Ordinary to Her Majesty'. Stewart & Chivas are described as "Grocers to Her Majesty" in the Aberdeen Post Office Directory 1843 to 1844.

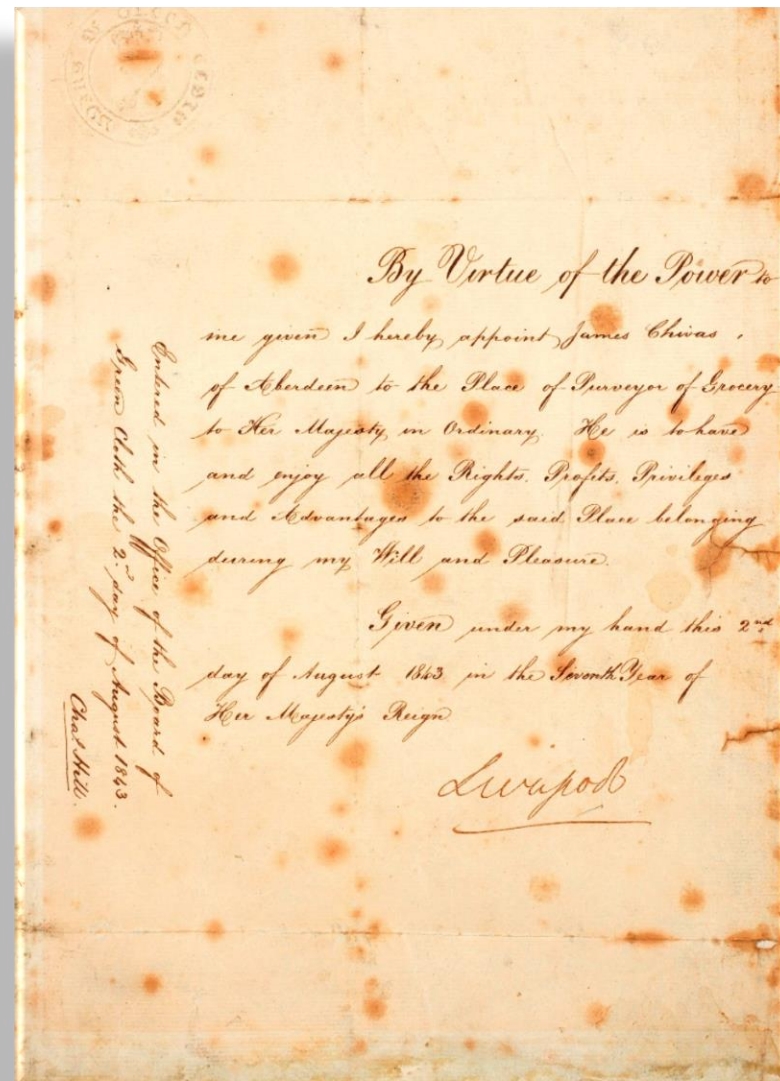
1850

John Chivas (aged 36) married Barbara Forest, 3 February. They had no children.

1854

James Chivas (aged 44) married Joyce Clapperton January 1854.

They had two daughters, Julia Abercrombie (1855) and Williamina (1857) and two sons, Alexander (1856) and James (1859).



Royal Warrant, 1843

Chivas Brothers

1857

The Stewart and Chivas partnership is dissolved and James invites his brother John to join the business under the firm of Chivas Brothers.

1860

In 1853, a new Act permitted vatting under bond for individual distilleries and The Spirit Act of 1860 allowed whisky from different distilleries to be blended without payment of duty.

During this period Chivas Brothers pioneer the art of blending and produce their first blended Scotch whisky, Royal Glen Dee. Exported to several counties by 1870s and to the USA and Canada in c1901.

1862

John Chivas dies at the age of 48.

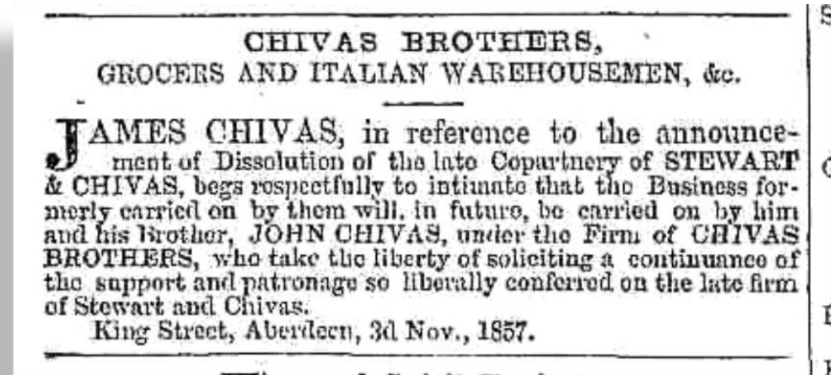
1860s

James Chivas creates his second branded whisky in the 1860s, Royal Strathlythan, so named to honour James' home district.

By the 1890s it was being advertised as a 10 year old whisky and exported to many countries. It was first available on the Canadian market in 1895 and in the United States in 1901.

1870s

Alexander and his brother James Jr. start working in the King Street Shop. In 1875, at the age of 19, Alexander Chivas is sent to France by his father to acquire knowledge of the wine and spirit trade.



Chivas Brothers Created, 1857



James Chivas, 1862

Chivas Brothers

1870s Royal Loch Nevis was created by Chivas Brothers in the 1870s as their third branded whisky. It soon rose to the top of the range and by the 1890s was advertised as a Select Liqueur, 20 years old, 'recommended for Invalids'.

1881 Alexander Chivas is appointed manager of the west end branch in Union Street Aberdeen.

1884 First Royal Warrant to 'Chivas Brothers' by Queen Victoria. James and Alexander Chivas, trading as Chivas Brothers, appointed 'Purveyors of Grocery to Her Majesty at Aberdeen'.

1886 James Chivas (aged 75) dies 9 July at the Royal Hotel Bridge of Allan, leaving his son Alexander to carry on the business with the support of his general manager, Alexander Smith.

1888 Agreement between Chivas Brothers and Charles Shirres to be their agent for the Colonies of New Zealand, New South Wales, Victoria, Queensland and South Australia selling their range of 'Glen Dee' whiskies.

1889 Quote from Queensland Licensed Victualler's Gazette declares "in every well conducted hotel Glen Dee is as well-known as Guinness or Pommery".

*The Conditions, which you
will please sign and return.*
Yours truly
James Chivas
of Chivas Brothers.

James Chivas signature



Chivas Brothers

1890

Quote from the magazine Scotland of Today, 3 May, refers to Chivas Brothers as possessing: "What is undoubtedly the finest purveying business in the north of Scotland, supplying nearly all the nobility and gentry of the country and the north of Scotland generally ... the firm do a most extensive whisky trade with the colonies, especially with Australia, to which they ship enormous quantities of whiskies."

1891

Alexander Chivas married Alyce Macaulay. Their childless marriage lasted only 25 months. Alexander dies 9 May 1893 (aged 37 years). Alyce died three days later and they were buried in a joint ceremony in Aberdeen.

Alexander was the last Chivas Family member to be involved in Chivas Brothers.

Alexander J Smith manages the business on behalf of the trustees until 1895.

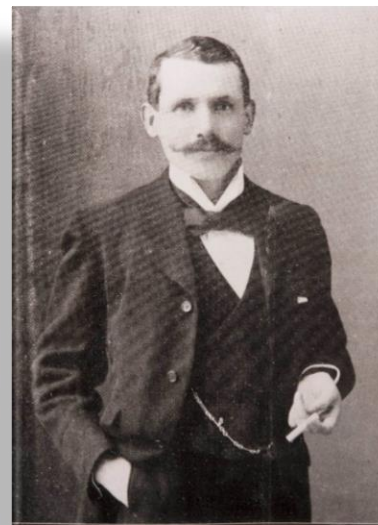
1895

Alexander J Smith and Charles Stewart Howard, an experienced whisky blender, acquire Chivas Brothers from the trustees.

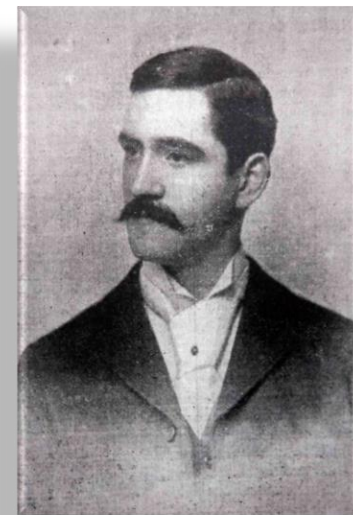
Chivas Brothers becomes one of the earliest customers of the recently built Longmorn-Glenlivet Distillery purchasing 11 casks containing 446 gallons of whisky (would have been spirit at the time).



Alexander Chivas



Charles Stewart Howard



Alexander J Smith

Chivas Brothers

1895

Charles Stewart Howard extends the range and Chivas Brothers selling whisky up to 20- years old.

Chivas Brothers explores expanding to the North American market. Letter to W.A. Ross & Brothers, New York: 'We are desirous to appoint a firm of first class standing as agents for our fine Scotch Whisky for America and Canada and shall be pleased to hear if you are open to take up the matter with us. We supply the Governor General of Canada, Lord Aberdeen, and have no doubt but that our whisky would go both there and in America.'

1904

In 1904 at a staff outing of Chivas Brothers, Alexander Smith made the following statement: "...so that the name of Chivas may be carried down to posterity as meaning the best service, the best quality, the best value – in short, that the name of Chivas shall be equivalent to the hall mark of excellence."

1909

The first Chivas Regal was created by Master Blender Charles Howard, a blended whisky containing whisky 25 years old produced primarily for the North American Market. Often considered the world's first luxury whisky.



Chivas Brothers Price List mid 1890s

Chivas'

Superb Liqueur Whisky

"Regal."

25 years old

Price		Price
78/-		38/-
per dozen		per gallon
—		—
Carriage		Carriage
Paid		Paid
on 1 dozen		on 2 gallons

This truly "Regal" Whisky is a superb example of all that is choicest and oldest in Scotch Whisky.

First Chivas Regal Price List

Chivas Brothers

1909

Chivas Brothers now selling five aged whiskies with Chivas Regal at the top of the range.

1920

William Mitchell becomes a partner in the business with Howard and Smith. He was a company director from 1920 to 1935.

1923

The first Royal Warrant specifically for Scotch Whisky is granted to William Mitchell, trading as Chivas Brothers appointed 'Purveyors of Scotch Whisky' to His Majesty King George V.

1929

Fire destroys part of the King Street premises. Sample Room and Private Business Room damaged. Aberdeen Press and Journal states: "The cigar room itself was gutted, and beautiful oak panels, doorways and roofing, which were erected in commemoration of the Jubilee of Queen Victoria, were destroyed."

1935

Charles Howard dies during a surgical operation and six months later Alexander Smith also dies. William Mitchell Junior joins the Company.

1936

William Mitchell, the remaining partner, who had joined the firm as a cashier in 1908, continued as sole proprietor until the summer of 1936 when everything was sold for £155,000 to whisky brokers Morrison and Lundie. Chivas Brothers becomes a limited liability company.



King Street Shop



William Mitchell

Chivas Brothers

1949

James (Jimmy) Barclay acquired Chivas Brothers on behalf of Sam Bronfman, President of Seagram for £85,000. This included the important 'Chivas Regal' trademark.

1950

Milton Distillery is sold at public auction in Aberdeen to Chivas Brothers for £71,000 and change the name to Strathisla Distillery.

They relaunched Chivas Regal 12 year old in the early 1950s and created Royal Salute in 1953, both aimed at the US market.

Bottling of Chivas Regal and Royal Salute at Robert Browns Glasgow, until 1964.

1955

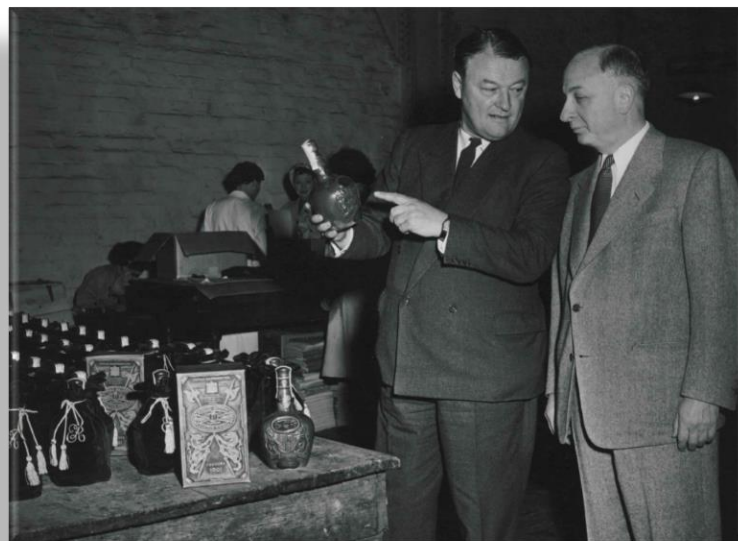
The Gaelic motto, 'Treabhreas Bunaiteachd, bho 1801' (Fidelity, Stability since 1801), is added to the company's horseman trademark.

1957

Construction of Glen Keith-Glenlivet Distillery begins and goes into production in December 1958. Sam Bronfman formally opened the distillery on 24 May 1960 – the first new distillery to be built in the 20th Century.

1958

Chivas Brothers closes the King Street (after 121 years) and west end shops and move to 387 to 391 Union Street, where the firm also opens a new shop, bar and restaurant.



Sam Bronfman on right



Glen Keith Distillery, c1960

Chivas Brothers

1964

Offices and bottling plant are built in Paisley as sales of Chivas Regal 12 Year Old continue to increase. Official opening of the Paisley Plant by Sam Bronfman 30 June. The new plant covered a 14-acre site. Total cost was £1.5million.

1965

Chivas Brothers launch Passport and 100 Pipers blended Scotch Whiskies.

1973

Chivas Brothers receive the Queen's Award for Export Achievements (1973, 1976, 1990, 1995)

Braes of Glenlivet Distillery was built by Chivas Brothers as part of an expansion plan to secure malt whisky to meet the growing demand for their blended whiskies. Later renamed Braeval Distillery in 1995.

1975

Allt a'Bhainne Distillery was built by Chivas Brothers in 1975 in order to supply malt whisky for their blended Scotch whiskies.

1978

Seagram acquires The Glenlivet Distillers Ltd. The Glenlivet, Glen Grant, Caperdonich, Longmorn and Benriach Distilleries now part of Chivas Brothers.

1980

Chivas Brothers Aberdeen Shop and Crusader Restaurant close and items sold off at public auction.



Paisley Plant, c 1964



Braes of Glenlivet distillery, c 1973

Chivas Brothers

1993

Multi-million pound investment to improve trade facilities at the distilleries, including the purchase and restoration of Linn House.

2001

Pernod Ricard purchases Chivas Brothers and keeps it operating as a company within a company.

2005

Pernod Ricard purchases Allied Domecq and becomes the world's co-leader in wines and Spirits.

2013

The new Prestige Hall bottling plant at Paisley was officially opened by HRH The Princess Royal. The new facilities created to facilitate the hand-packaging of Chivas Brothers highest-value products.

2014

Chivas Brothers completed the construction of Dalmunach malt whisky distillery, with production starting in October. It sits on the site of the old Imperial Distillery that was demolished in 2012.

2016

Chivas Brothers announce plans to close its operations in Paisley and spend £40m on a new state-of-the-art facility in Dumbarton.



Linn House



Dalmunach Distillery

Chivas Brothers

2019

Chivas Brothers opens a new Scottish headquarters in Glasgow in a Blythswood Square town house, bringing office staff from the Paisley bottling plant.

2020

March 19, Covid 19 lockdown begins – production and manufacturing continue to operate under strict government guidance. Supported local community by supplying pure alcohol to produce hand sanitiser gel.

In July, Chivas Brothers announced the sale of the Paisley site to Renfrewshire Council and Scottish Leather Group.

2020

As part of the continued transition from Paisley to Kilmalid, Chivas Brothers Limited registered office address changes 1 July from Paisley to Kilmalid. April saw the completion of the third line (32 Chivas) and May the fourth line (34 Malt/The Glenlivet)

NOTE: For more detail on the history of Chivas Brothers please contact the Archive Team.



Blythswood Square



Kilmalid

Chivas Brothers Blenders 1850s – present day

A booklet written c1895 describes Chivas Brothers blending skills:

‘when characteristics of the several Distilleries have been judiciously fused, the result is unobtrusive mellowness, without the loss of pleasing individuality... Chivas Brothers have succeeded in producing a blend which satisfies the conditions mentioned, and may be pronounced a genuine, highly-matured, and thoroughly wholesome spirit. As it advances in age, it is only too seductive, but so good that Nature forgets to exact a penalty from the unwary’



Chivas Brothers Blenders

1857 - 1863

James Chivas and John Chivas.

Joined by his brother John, Chivas Brothers pioneer the art of blending to create the Chivas style of blends.

1863 - 1886

James Chivas

James later brings his son Alexander into the business.

1886 - 1893

Alexander Chivas.

After his father's death, Alexander Chivas continues blending until his own death in 1893. Responsible for opening up new export markets for Chivas Brothers whiskies.

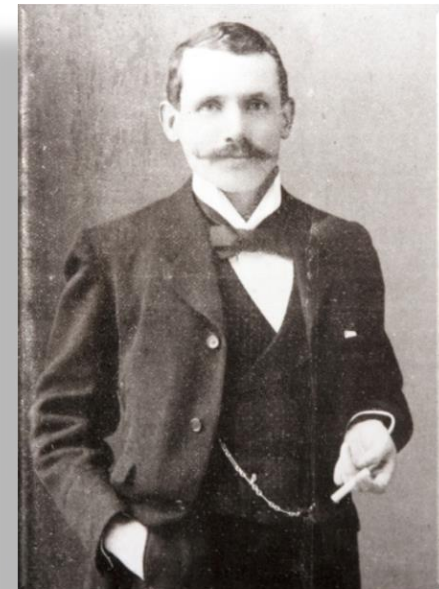
1895 - 1935

Charles Howard.

Starts blending for Chivas Brothers and creates Royal Glen Gaudie, Magna Carta, Royal Old Vat and Spotmore before creating Chivas Regal 25 year old in 1909.



James Chivas, 1862



Charles Howard

Chivas Brothers Blenders

1935 - 1949

R. D. Lundie

When Charles Howard died in 1935 and the company sold a year later, very little blending was done until the late 1940s. Blending was likely done by R.D. Lundie, one of the company owners.

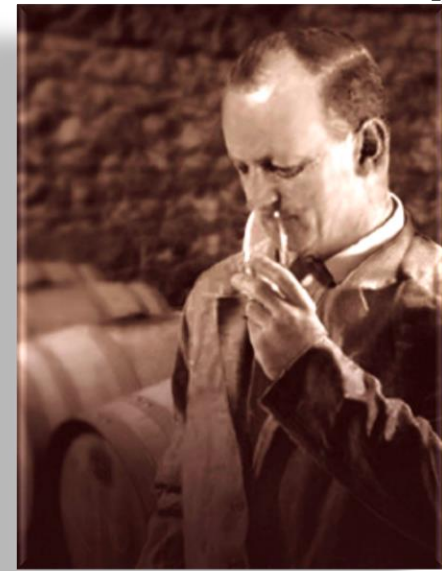
1949 - 1958

Charles Julian.

Chivas Brothers employs experienced blender Charlie Julian to relaunch Chivas Regal 12 year old for the US market. He also created Royal Salute in 1953.



Charles Julian



Allan Baillie

1958 - 1965

Allan Baillie.

Upholds the blending traditions learned from his predecessor to produce whiskies that excel in quality, taste and consistency.

1965 – 1989

Jimmy Lang.

Knowledgeable and exacting in his approach for selecting and blending whiskies. Becomes responsible for inventory, blending and quality control. Jimmy Lang and Alan Baille created 100 Pipers and Passport whiskies in the mid 1960s.



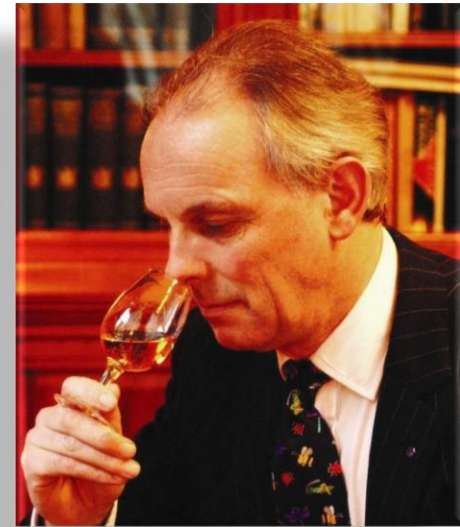
Jimmy Lang

Chivas Brothers Blenders

1989 - 2016

Colin Scott.

Upheld the legacies of the Chivas Brothers' blending traditions and craftsmanship passed down from James Chivas over the last 160 years. Responsible for creating Chivas Regal 18 and 25 Year Old. Colin took on the role of Chivas Regal Custodian Master Blender in 2016 and retired in 2020.



Colin Scott

2016 -

Sandy Hyslop.

Sandy Hyslop started in the whisky industry in 1983 and worked with Robert Hicks and Jack Goudy for 13 years before becoming Ballantine's Master Blender in 2005. In 2016, Sandy was appointed Director of Blending. In his role, Sandy oversees the creation and blending of all Chivas Brothers blended Scotch whisky, by leading a team of seven blending experts. In 2018, he also took on the role of Director of Inventory.



Sandy Hyslop