

Fundamental Trends in a Fast-Changing World

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Worldwide pandemic

Biggest wave of redundancies since global financial crisis

Massive supply chain disruptions (ongoing)

Work,travel and consumer consumption upended

Digital shift massively accelerated

Biggest contraction of economy since the Civil War

...The English Civil War (1642-1651)

Fastest vaccine rollout ever

Ongoing health crisis

Significant contraction of the labour force

Biggest increase in savings since 1960s...

...driving greater inequality

First European war for 30 years

Biggest energy shock since the 1970s

Largest jump in inflation for 40 years

Cost of production crunch

Biggest rise in interest rates for 30 years

Cost of living crisis

Major contraction of UK foodservice

**Biggest year on year drop in UK retail volume sales of food
and drink**

Is the writing on the wall?

Societal Shifts











Psychoterratic





HIGHLAND RYE 1794

SINGLE GRAIN SCOTCH WHISKY

MATURATION
NEW CHAMPION ARBIEKIE RYE
TASTE PROFILE
CUMBER, SWEET, PEACH, HONEY
RELEASE: 2020

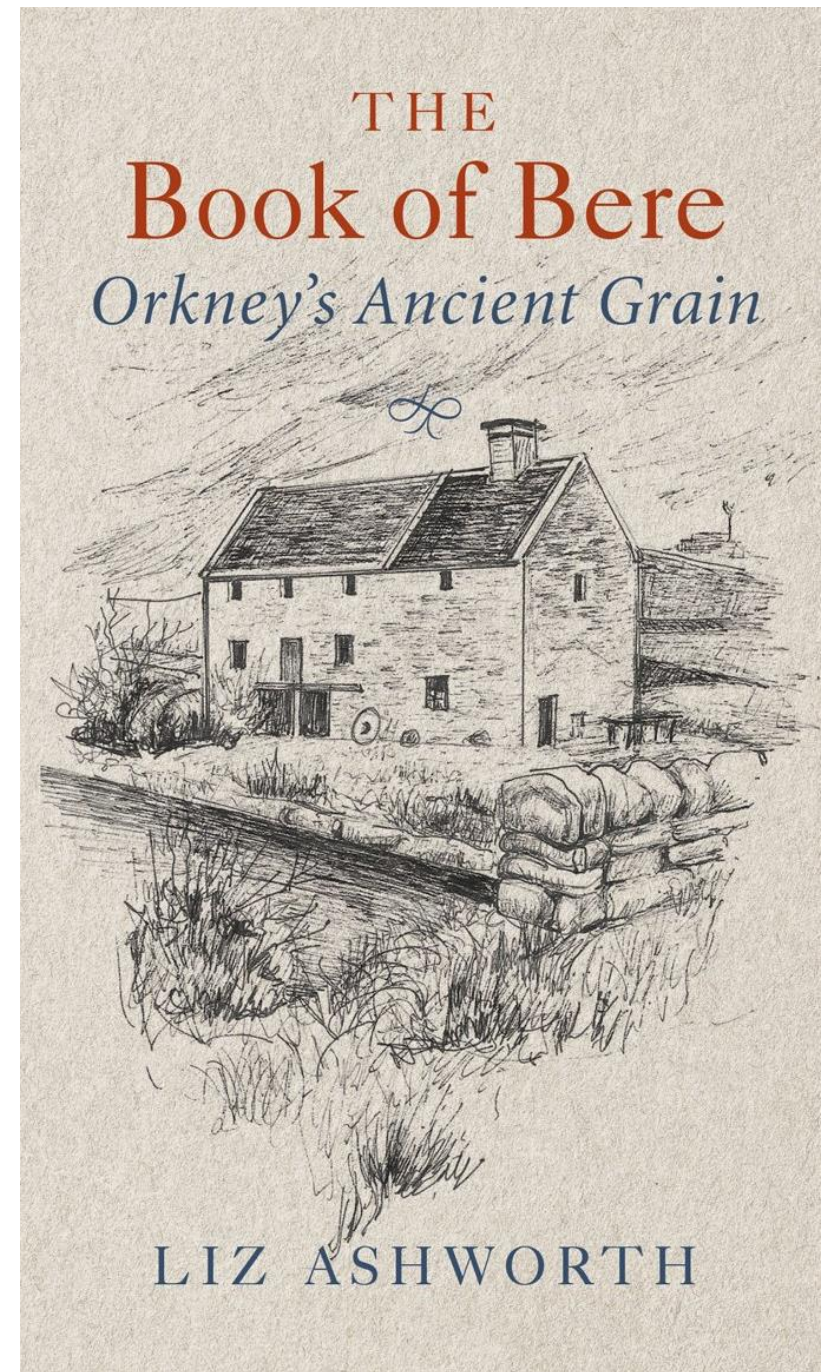
OUR FARM
OUR FIELDS
OUR SOIL
OUR SEEDS
OUR WATER
OUR STILL
OUR SKILL
THAT'S OUR
DIFFERENCE

Perched on the east coast of Scotland, Ardie's Highland Estate Distillery overlooks the infinite beauty of Lorn Bay and is surrounded by every element needed to produce exceptional whisky. To the east, the sea brings the salt-laden wind that permeates our whisky notes. To the west, our estate nurtures the crops for distilling. Closer by, the Angus hills filter fresh water into our local underground loch. And of course, from the stars, our dramatic and capricious coastal climate adds its own magic.



1794 CELEBRATES THE YEAR THAT ARBIEKIE DISTILLERY WAS FOUNDED AS A DISTILLERY NOW, 43 YEARS, AND INDEPENDENTLY OWNED SINCE 1994.

HIGHLAND RYE



Wellness and Nutrition



Blue Zones



LOMA LINDA, CALIFORNIA USA

This is a very interesting Blue Zone as it is not identified solely by its geographical location but by the social group within that location. This group is the circa 9,000 group of Seventh-Day Adventist church followers who live in Loma Linda. This is most interesting as the group live longer, much longer (about 10 years) than the average American citizen. Many of their habits are led by their faith including a healthy diet, and abstinence from alcohol and smoking.

SARDINIA, ITALY

In this area the study focused on few small mountain villages which were known to be hot beds of longevity. These villages, in particular a village called Seulo, have a very high concentration of male centenarians. This area also has a low death rate for those under 65 and comparably low rates of cancer and diabetes. It was the first Blue Zone identified.

NICOYA, COSTA RICA

Although close geographically to the USA Nicoya is a world away in terms of its longevity. They have the world's lowest rate of middle age mortality and the second highest concentration of male centenarians after some of the areas of Sardinia mentioned above. One of the factors identified in this case is the strong faith of the inhabitants of Nicoya.

ICARIA, GREECE

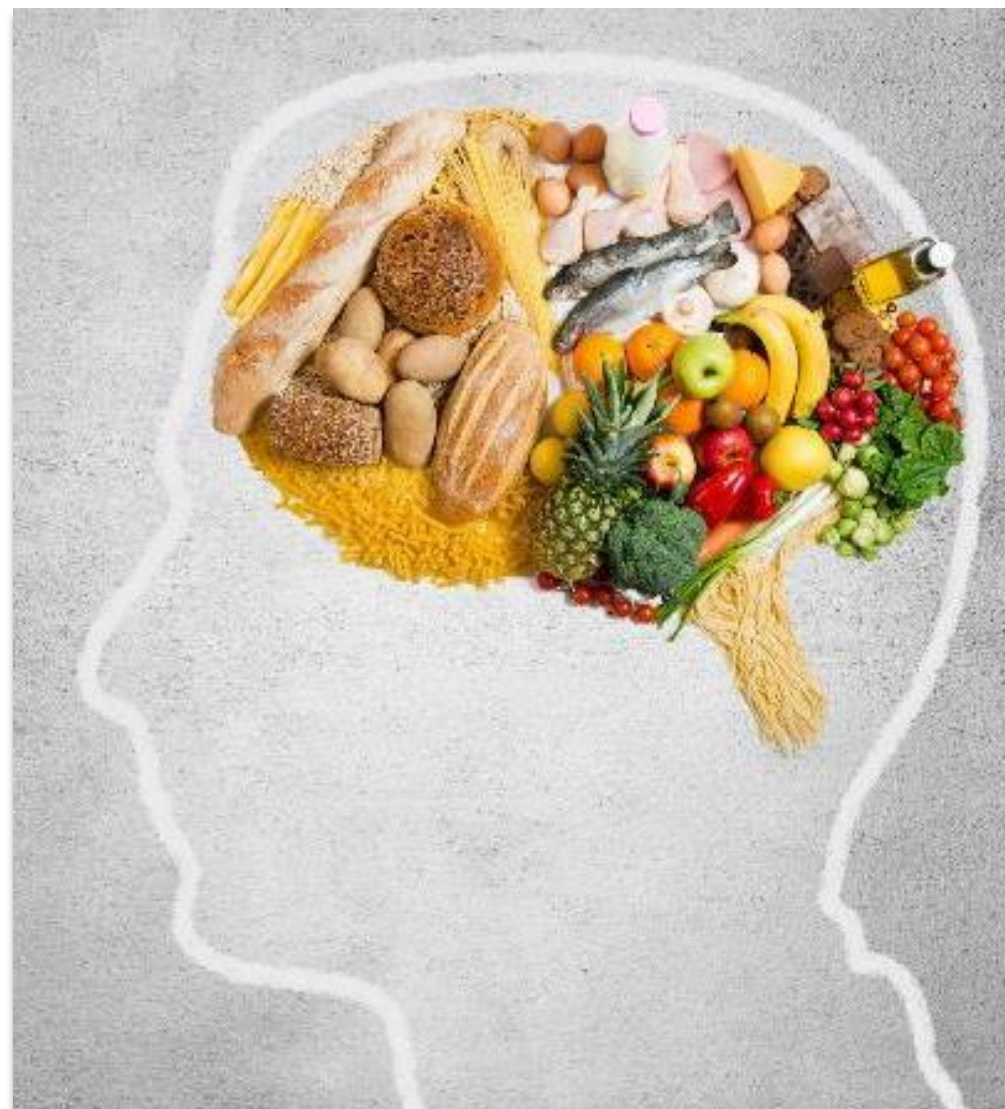
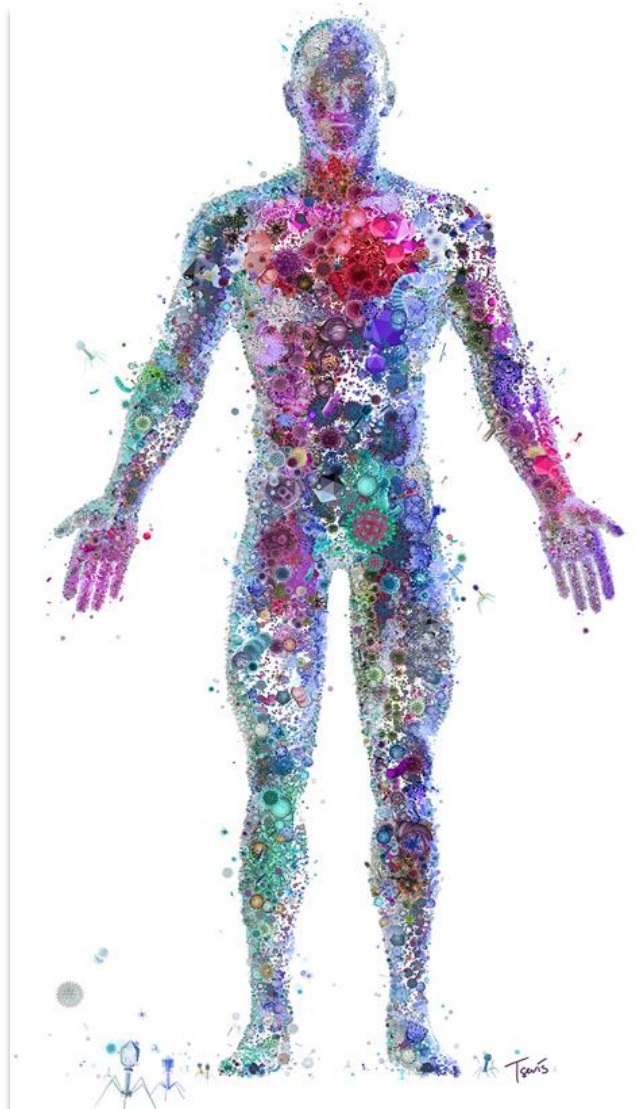
Icaria is a place that has been termed previously as "the island where people forgot to die". The people living there benefit amongst other things from a traditional Mediterranean diet often linked with Longevity. One in every three people in Icaria reach 90 years old, a much higher rate than most of the "developed world" and dementia in Icaria is hardly known.

OKINAWA, JAPAN

Okinawa is an archipelago made of many islands in the South Pacific. In contrast to Sardinia it is the women, not the men that mark it out for attention as a Blue Zone, as it is home to the world's oldest women. Okinawans have long been known for their longevity and suffer comparably less heart disease, dementia and cancer than other areas.







THE NUMBER ONE BESTSELLER

SPOON FED



**Why almost
everything we've
been told about
food is wrong**

TIM SPECTOR

'A hugely enjoyable and critical look at common food myths'

MICHAEL MOSLEY



Climate

Solastalgia







Price Cuts

1.29

1.09

99p

1.09

The crackdown on greenwashing continues: ASA's ruling that Tesco's advert regarding plant-based burger was misleading

9th June 2022



The last word

Joy





THE KNOWLEDGE BANK

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**Scotland Food & Drink
Partnership**

Thank you



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