

Trade & Group Travel Partner Guide



THE WITCHMARK DISTILLERY

Witchmark Distillery is an award-winning English whisky, gin, and vodka distillery located on the historic Fonthill Estate in Wiltshire 10 minutes from the iconic Stonehenge.

Situated within a restored 17th-century Grade II listed barn, the distillery combines heritage, sustainability, and premium craft spirits, offering visitors an authentic English distilling experience. Witchmark is a certified B Corp and has received international recognition for its spirits.

KEY SELLING POINTS

AUTHENTIC ENGLISH DISTILLERY EXPERIENCE

- Located on the 9,000-acre Fonthill Estate in Wiltshire.
- Uses locally grown barley and naturally limestone-filtered water.
- Produces single malt whisky, gin, and vodka with a strong emphasis on provenance and sustainability.
- One of England's leading modern whisky distilleries.

HISTORIC SETTING

- Distillery housed in a Grade II listed barn dating from the 1600s.
- Inspired by the medieval "witch marks" carved into local stone buildings.
- Unique combination of heritage architecture and contemporary distilling.

SUSTAINABLE TOURISM

- Certified B Corp.
- Strong environmental and community commitments.
- Appeals to environmentally conscious travellers and special-interest groups.

VISITOR EXPERIENCES

DISTILLERY TOUR & TASTING

Duration: Approximately 90 minutes

Visitors will:

- Explore the working distillery.
- Learn about whisky production from grain to glass.
- Discover how Witchmark uniquely creates its gin and vodka.
- Enjoy a guided tasting of selected spirits.

- Participate in an interactive Q&A session about distilling and local history.
- **Current Pricing: £19.50**

GIN SCHOOL

A hands-on experience where guests:

- Design their own gin recipe.
- Use a copper still to distil their creation.
- Take home a personalised 70cl bottle.

HERITAGE WORKSHOPS

Selected seasonal events may include heritage-based activities such as stone-carving workshops inspired by traditional witch marks found on the estate.



GROUP MARKET OPPORTUNITIES

Ideal for:

- Coach tours
- Culinary and food tourism groups
- Whisky enthusiasts
- Gin clubs
- Corporate incentive groups
- Garden and heritage tours
- Luxury travel itineraries
- International visitors seeking authentic English experiences

Suggested Group Size:

Contact Witchmark directly regarding group capacities and private bookings.

CORPORATE EVENTS

Potential opportunities include:

- Private tours
- Exclusive tastings
- Team-building experiences
- Gin School sessions
- Evening receptions

TOUR OPERATOR BENEFITS

Why Include Witchmark in an Itinerary?

- Premium English whisky destination
- Unique heritage setting
- Award-winning spirits
- Sustainable tourism credentials
- Authentic local storytelling

- Hands-on experiences beyond standard tastings
- Excellent fit for Wiltshire (Stonehenge) and South West England touring programmes
- Suitable for half-day or full-day excursion planning when combined with nearby attractions such as Stonehenge, Longleat and Salisbury Cathedral.

SUGGESTED ITINERARY INTEGRATION

HALF-DAY EXPERIENCE

- Arrival and welcome
- Distillery Tour & Tasting
- Visitor Centre and retail browsing
- Departure

HALF-DAY EXPERIENCE

- Morning: Stonehenge or Salisbury Cathedral (Home of Britain's tallest spire, oldest working clock and the original 1215 Magna Carta)
- Lunch at Top Gear's James May's stunning country pub
- Afternoon: Witchmark Distillery Tour & Tasting
- Retail purchases and departure

PREMIUM GROUP EXPERIENCE

- Private distillery tour and guided tasting
- Gin School session
- Stone Carving
- Cocktail reception
- Gift purchases

BOOKING INFORMATION

For group travel, trade partnerships, coach groups, incentive travel, and bespoke experiences, operators should contact Witchmark directly to discuss:

- Group rates
- Private tours
- Trade commissions

- Exclusive experiences (Such as whisky cask filling)
- Corporate packages

OFFICIAL WEBSITE & TESTIMONIAL LINKS

- [Witchmark Distillery Official Website](#)
- [Google Reviews](#)
- [Trip Advisor Reviews](#)

TRADE SUMMARY

Witchmark Distillery offers tour operators a distinctive English spirits experience combining heritage, sustainability, premium craftsmanship, and immersive visitor activities. Its location within the historic Fonthill Estate and its growing reputation within English whisky make it a compelling addition to luxury, cultural, culinary, and specialist group travel itineraries throughout Wiltshire and Southern England.

LOCATION

Witchmark Distillery
Fonthill Bishop,
Salisbury,
Wiltshire,
SP3 5SG

CONTACT

Telephone: 01747 356110
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Accessibility:

- Car parking available.
- Accessible arrangements available on request.
- Advance notice recommended for mobility requirements.