# Tennent’s launches humorous Rain Cheques campaign to boost spirits during Scotland’s soggiest summer in years



As Scotland wades into another summer marked by prospects of relentless rain and chilly temperatures, Tennent's, the renowned drinks brand, is making an attempt to lift the nation's spirits with a creative campaign involving 'Rain Cheques.' This initiative not only offers residents humourous incentives to stay positive but also presents the chance to win cash prizes, countering the dreary weather forecast.

Beginning next week, a special ATM dispensing these 'cheques' will be located on the Isle of Skye, a region notorious for last year’s washout, where locals endured just 13 dry days between June and August. Each cheque will provide light-hearted reasoning to maintain an upbeat disposition amidst the downpours, including reminders to enjoy drinks with friends or perhaps catch a flight. One lucky recipient might even retrieve a cheque for £1,885, nodding to the founding year of Tennent's. Joanne Motion, Tennent's senior brand manager, remarked, “Braving the summer here is practically a national sport in Scotland.” She added that the initiative aims to provide a morale boost, particularly after a summer that many found particularly grim.

Despite the uplifting campaign, the reality of Scotland's weather remains stark. While London is predicted to bask in temperatures as high as 21 degrees Celsius, cities such as Glasgow and Edinburgh are likely to average a cooler 14.5 degrees, with nearly daily rain since summer commenced on 1st June. The Met Office has warned of extended periods of rain and strong winds across the north, driven by low-pressure systems rolling in from the Atlantic, with some areas in the West Highlands already recording rainfall anomalies far exceeding their averages.

Past summers have been similarly tumultuous, as the summer of 2024 is noted to be one of the wettest since 2015, with the West Highlands receiving a record 785.44mm of rain. Notably, Achnagart recorded 165% of its normal summer precipitation. Conversely, parts of eastern Scotland, including Edinburgh, enjoyed drier conditions, receiving only 70% of the average summer rainfall. This disparity highlights the unpredictable nature of Scottish summers, which can vary dramatically from one region to another.

In light of these conditions, Tennent’s decision to deploy Rain Cheques also serves a strategic business purpose. The parent company, C&C Group, reported a decline in sales partially attributed to unseasonably wet weather during the summer months. Despite challenges, premium brands within their portfolio, such as Menabrea and Orchard Pig, demonstrated strong resilience, witnessing notable sales growth despite less favourable conditions for traditional offerings like Tennent’s and Bulmers.

Looking ahead, the rainy spell is anticipated to give way to warmer temperatures by the end of August, with forecasts suggesting highs reaching upwards of 21°C in Edinburgh and Glasgow. This shift could finally bring a welcome respite after a summer characterised by near-constant rainfall, and potentially temper concerns regarding Scotland's water reserves after an unusually dry winter. The Scottish Environment Protection Agency has already flagged potential water scarcity risks for the forthcoming summer season, indicating that a shift towards drier-than-average conditions could pose challenges for agriculture and other water-dependent sectors.

As residents prepare for the summer ahead, Tennent's Rain Cheques not only bring a measure of humour, but also provide a timely reminder of the regions' unpredictable weather patterns—a complex interplay of wet and dry days that continues to shape Scottish summer experiences.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailyrecord.co.uk/news/scottish-news/scots-offered-rain-cheques-keep-35348706), [[4]](https://news.stv.tv/weather/soggy-end-to-scottish-summer-as-some-areas-record-wettest-august-on-record)
* Paragraph 2 – [[1]](https://www.dailyrecord.co.uk/news/scottish-news/scots-offered-rain-cheques-keep-35348706), [[2]](https://www.bbc.co.uk/news/articles/cr5n7nn289do), [[5]](https://www.scotsman.com/news/weather/scotland-weather-heat-rain-summer-weekend-4758871)
* Paragraph 3 – [[3]](https://www.proactiveinvestors.co.uk/companies/news/1059360/tennent-s-owner-c-c-sales-hit-by-soggy-summer-1059360.html), [[6]](https://www.watermagazine.co.uk/2025/03/10/scotlands-drier-than-normal-winter-signals-risk-of-water-scarcity-this-summer/)
* Paragraph 4 – [[2]](https://www.bbc.co.uk/news/articles/cr5n7nn289do), [[7]](https://www.farminguk.com/news/scottish-farmers-warned-of-water-scarcity-risk-this-summer_66230.html)
* Paragraph 5 – [[4]](https://news.stv.tv/weather/soggy-end-to-scottish-summer-as-some-areas-record-wettest-august-on-record), [[5]](https://www.scotsman.com/news/weather/scotland-weather-heat-rain-summer-weekend-4758871)

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## Bibliography

1. <https://www.dailyrecord.co.uk/news/scottish-news/scots-offered-rain-cheques-keep-35348706> - Please view link - unable to able to access data
2. <https://www.bbc.co.uk/news/articles/cr5n7nn289do> - In August 2024, parts of Scotland experienced a record-breaking wet summer, with the West Highlands recording their wettest summer on record. Achnagart, a remote farm in Glen Shiel, received 785.44mm of rain, 165% of the area's normal summer rainfall. This was the wettest summer since 2017, with August contributing more than half of the total rainfall. Other areas, such as Kinlochewe, Stornoway, Aultbea, and Tyndrum, also recorded significant rainfall anomalies. In contrast, eastern Scotland experienced drier conditions, with Edinburgh receiving only 70% of its average summer rainfall. The article highlights the variability in rainfall across Scotland during the summer of 2024.
3. <https://www.proactiveinvestors.co.uk/companies/news/1059360/tennent-s-owner-c-c-sales-hit-by-soggy-summer-1059360.html> - C&C Group PLC, the owner of Tennent's, reported lower sales in its latest half-year results, partly due to heavy rain during the summer. Tennent's in the UK and Bulmers in Ireland experienced flat and 3.5% declines in sales, respectively. Despite this, premium brands like Menabrea and Orchard Pig saw strong performances, with sales rising by 17% and 20%, respectively. CEO Ralph Findlay noted that, despite the unfavourable weather, the brands demonstrated resilience, with Tennent's and Bulmers growing market share. The company also achieved significant growth in distribution, with customer numbers in August up by 10% compared to the previous year.
4. <https://news.stv.tv/weather/soggy-end-to-scottish-summer-as-some-areas-record-wettest-august-on-record> - In August 2024, Scotland experienced exceptionally high rainfall, with some areas recording their wettest August on record. The Isle of Skye, particularly the Allt Dearg House area, received 660mm of rainfall, nearly two and a half times the average for the month. Achnagart in the Highlands, Tyndrum in Stirlingshire, and Threave in Dumfries and Galloway were also on track for their wettest Augusts. In contrast, eastern regions like Fife and East Lothian were much drier, with Dunbar recording only 32mm of rain and nine completely dry days in August. The article highlights the stark contrast in rainfall between western and eastern Scotland during the summer of 2024.
5. <https://www.scotsman.com/news/weather/scotland-weather-heat-rain-summer-weekend-4758871> - Following a record-breaking wet summer, Scotland was set to experience a warm end to August 2024, with temperatures reaching up to 21°C in Edinburgh and Glasgow. Inverness was forecasted to reach 22°C. This warm spell came after a summer where parts of Scotland, particularly the West Highlands, recorded their wettest summer on record, with 785.44mm of rain since June. Millport, the Isle of Great Cumbrae, recorded 240% of its average rainfall for August. In contrast, eastern Scotland, including Edinburgh, received only 70% of its average summer rainfall. The article discusses the shift from a wet to a warm period in Scotland's weather patterns.
6. <https://www.watermagazine.co.uk/2025/03/10/scotlands-drier-than-normal-winter-signals-risk-of-water-scarcity-this-summer/> - Despite brief periods of heavy rain and flooding from Storm Darragh and Storm Éowyn, most of Scotland experienced below-average rainfall over the winter and autumn of 2024. The Met Office reported exceptionally low rainfall in northern Scotland during February, with Orkney receiving just 34% of its typical rainfall, Sutherland 37%, and Shetland 40%. This persistent dryness poses potential challenges for Scotland's water resources, with the coming spring and summer relying on above-average rainfall to replenish low groundwater levels. Without sufficient rainfall, there is a greater risk of water scarcity, which could disrupt agricultural activities, strain local water supplies, and impact industries dependent on consistent water availability.
7. <https://www.farminguk.com/news/scottish-farmers-warned-of-water-scarcity-risk-this-summer_66230.html> - Scottish farmers were warned of a risk of water scarcity in the summer of 2025 due to below-average rainfall over the winter and autumn of 2024. Despite intermittent wet spells, most of Scotland experienced lower-than-average rainfall, with northern regions like Orkney, Sutherland, and Shetland receiving significantly less than their typical rainfall. The Scottish Environment Protection Agency (SEPA) highlighted that without above-average rainfall in the coming spring and summer, there is a greater risk of water scarcity, which could disrupt agricultural activities, strain local water supplies, and impact industries dependent on consistent water availability.