

1st September 2014

anCnoc ‘Cutter’ makes its mark as new peated whisky unveiled at midnight gathering

The latest expression from anCnoc’s collection of limited edition peated malts was unveiled in Edinburgh last night, as whisky enthusiasts gathered under cover of darkness to share a midnight dram of the smoky new single malt.

anCnoc ‘Cutter’ is officially released to the global market today (1st September), but as the clock chimed to greet the 1st September launch date last night, an intimate group of anCnoc friends and fans stayed up late at the city’s Last Word bar to enjoy a first taste and toast the arrival of this much anticipated new release.

anCnoc launched its peated collection earlier this year with three expressions of varying peat strength - ‘Rutter’, ‘Flaughter’ and ‘Tushkar’ - aiming to help drinkers find a peaty dram to suit their palate and to ‘shine a light’ on the dark, enigmatic world of peat.

With drinkers embracing the new collection, the ‘Cutter’ launch marks the start of a new anCnoc tradition which will see a new peated expression unveiled every year on 1st September, alongside a midnight celebration of anCnoc’s dark and mysterious side.

‘Cutter’ is the most peated of anCnoc’s single malts to date, with a phenol content of 20.5 PPM (parts per million). Light gold in appearance, it has an intense, thick and oily smoke structure on the nose which reveals a sharper, more medicinal phenolic layer with a piercing burst of fruity ripe peaches and just a touch of oak. It has an ashy taste, with slight apple-core bitterness and notes of leather and spicy vanilla lingering at the back, accompanied by sharper notes of pink grapefruit and ripe orchard fruits. A long, elegant finish brings a kaleidoscope of spicy and peaty notes that die out with a juicy burst and a loud call for another sip.

The new whisky’s traditional yet contemporary packaging retains the striking dark green glass bottle of the first peated releases but this time features a traditional ‘cutter’ peat tool emblazoned in silver on the pack’s distinctive black label and tube design.



anCnoc Assistant Brand Manager Stephanie Bridge commented: *‘Given the popularity of anCnoc as a contemporary, easy drinking malt whisky, we are thrilled with the reception our new dark, peaty side has had amongst drinkers since we launched the collection back in April this year. We wanted anCnoc’s peated malts to find their way to the many people out there who love whisky but think that peat is not for them, and initial feedback shows that we are starting to build the appeal of a peated dram amongst our drinkers which is good news. We are delighted to have Cutter join this exquisite collection, bringing a slightly smokier, stronger peated option that has all the quality, character and taste that every whisky made at Knockdhu distillery enjoys. The 1st September is now officially anCnoc Peaty day and a date to put in the diaries of whisky fans in years to come.’*

2000 cases of anCnoc ‘Cutter’ will be available online and in specialist and independent UK whisky retailers from 1st September, rrp£52. Cutter is bottled at 46% ABV and in its most natural state – neither chill-filtered nor coloured.

www.anCnoc-peaty.com

#LightOnDark

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Notes to Editors

About anCnoc Highland Single Malt Scotch Whisky

anCnoc Highland Single Malt Scotch Whisky is produced at the Knockdhu Distillery which was established in 1894 and is one of the smallest and most enchanting in the Scottish Highlands. It’s renowned the world over by malt enthusiasts for producing a single malt that makes every day a special occasion.

The new peated collection from anCnoc aims to unravel the mysteries of peated whisky for modern drinkers, this new range from the Knockdhu Distillery features anCnoc’s classic light,



easy-drinking style but with a dark, distinctive and smoky twist. The first three releases in the collection Rutter, Flaughter and Tushkar were unveiled at a launch event in early 2014.

About International Beverage

International Beverage Holdings (www.interbevgroup.com) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. With a network of regional offices in Asia, Europe and North America, the company is responsible for the production, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Inver House Distillers (www.inverhouse.com) is globally integrated into International Beverage Holdings and drives the distillation and maturation of Scotch through its five distilleries.

International Beverage brands include:

- Chang Beer: Thailand's iconic beer brand
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: 'The Spirit of Thailand' since 1941
- Caorunn - a small batch distilled Scottish Gin infused with 5 Celtic botanicals

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.