



Embargoed until 1<sup>st</sup> October

## **anCnoc single malt Scotch whisky to unveil fresh travel retail focus at TWFA Global Exhibition 2014**

Global drinks business International Beverage Holdings Ltd has today (1st October) announced that anCnoc Highland single malt Scotch whisky will celebrate travel retail this year with the unveiling of two stylish new releases at the TFWA Exhibition in October.

A favourite with contemporary malt drinkers around the world, anCnoc will pay tribute to its Highland home with the unveiling of a new travel retail exclusive, Black Hill Reserve – named after Knockdhu Distillery, which means ‘Black Hill’ in Gaelic, where the whisky is expertly crafted.

Matured in first fill American oak ex-bourbon casks and bright gold in appearance, Black Hill Reserve is crisp on the nose with notes of citrus and green apples along with a full bodied taste of ground spices and pear drops. The finish is long and intense.

The packaging of anCnoc’s newest release brings the whisky’s ‘modern tradition’ positioning to life, with a striking contemporary grey label and shimmering gold lettering accompanying the classic black graphic illustration of the distillery that features across each expression.

The other travel retail exclusive launch – is limited edition “Barrow”, the first peated expression of anCnoc to be released to travel retail. A fixed production of only 7500 bottles, Barrow refers to the cart, forming part of the series of domestic releases of peated expressions. Barrow has a phenol content of 13.5 ppm (parts per million) which is part of anCnoc’s new collection of peated malts, launched at the beginning of 2014 to help drinkers find a peaty dram to suit their palate. Barrow has a phenol content of 13.5 ppm (parts per million) and is faint gold in appearance, with notes of warm wood and crème brulee on the palate and an unmistakably dry finish.



The packaging for Barrow echoes the rest of anCnoc's peated collection, featuring a dark green bottle and distinctive black label, emblazoned with the striking image of a 'barrow'— a tool used during the traditional peat cutting process.

**James Bateman, Travel Retail Director for International Beverage, commented:** *'It's very exciting to re-launch the anCnoc brand for 2015. These 2 exceptional new anCnoc expressions further demonstrate our portfolio commitment to global travel retailers and the duty free channel. We look forward to rolling out launch activity and to working in partnership with retailers to build success.'*

Black Hill Reserve 100cl 46% Travel Retail Exclusive is naturally coloured and nonchill-filtered. The recommended retail price is £39.99/€49.99/\$64.99.

anCnoc Barrow 100cl 46% Limited Edition Travel Retail Exclusive, is naturally coloured and nonchill-filtered. The recommended retail price is £49.99/€62.99/\$81.99

The full anCnoc brand range will be displayed and sampled at the International Beverage stand located at Marine Village S2.

For further information, please contact Vicki Byers at Burt Greener Communications 0131 220 0003 [vicki@burtgreener.co.uk](mailto:vicki@burtgreener.co.uk) or Rachael Tyrell [Rachael@burtgreener.co.uk](mailto:Rachael@burtgreener.co.uk)

## **Notes to Editors**

### **International Beverage Holdings**

International Beverage Holdings Limited is one of the industry's most dynamic global drinks businesses. Established in 2006 as the international arm of ThaiBev, the company specialises in developing distinctive, premium local brands for global growth, with a portfolio that is led by a range of high quality Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the market today. These high quality brands are enjoyed by consumers in over 85 global markets and include:

- Chang, Thailand's iconic global beer brand



- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Scotch Whiskies: Hankey Bannister, Catto's, MacArthur's
- Caorunn, a super premium small batch distilled Scottish Gin infused with 5 Celtic botanicals
- Thai spirits: Phraya, Mekhong

International Beverage's international operation is headquartered in Hong Kong, with two major bases in China and Scotland and a growing number of regional hubs around the world. The business is focused on the delivery of winning investment, sales and marketing strategies, International Beverage is committed to producing brands of character, representing the care and craftsmanship of the people that make them - from the brewers of Chang Beer in Thailand, to the distillers of the fine single malt Scotch whisky Old Pulteney in Scotland. Crucially, the global development of every brand continues to be rooted in its home territory, supporting the company's mission to build authentic brands of outstanding character.

International Beverage is investing in ambitious growth across its global operation, employing over 850 highly skilled people across production, sales, marketing and finance, together forming an effective and expert international team. In 2011 the International Beverage portfolio outperformed the market with outstanding sales across all categories.