



For immediate release

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International Beverage Makes Travel Retail Exclusive Debut at IAADFS

International Beverage has today announced that it will showcase its premium travel retail spirits offer for the first time at the forthcoming Duty Free Show of the Americas this April. Although the company has a well-established presence at the Orlando-based show, this will be the first year that it will display its full premium range of travel retail exclusive expressions to interest the regional duty free operators, including the new 1 litre format of Caorunn Scottish Gin.

Launched in 2009, Caorunn, is a super premium small batch gin distilled with a unique infusion of five Celtic botanicals. It was the world's first gin to be created at a traditional working malt distillery and is currently the third bestselling super premium gin brand in the UK. Caorunn has also enjoyed success in Europe, the US, Australia and South Africa.

Old Pulteney, which is currently one of the fastest growing Scottish single malt whisky brands in global travel retail according to the IWSRⁱ, will showcase its current 'WK' series of travel retail exclusive bottlings. This series celebrates the historic Atlantic fishing heritage of Wick, Scotland, where the Pulteney Distillery is located. The third and final release of the limited edition range, WK217 Spectrum, was launched in July 2012 to follow WK499 Isabella Fortuna launched in 2010 and WK209 Good Hope launched in 2011. Old Pulteney's 21 Year Old, which scooped Jim Murray's prestigious 'World Whisky of the Year' accolade, and exclusive 40 Year Old, the brand's oldest official expression, will also feature on the stand.

Other travel retail exclusive products will include a first showing in the USA of the anCnoc 'Peter Arkle' 100cl, launched in European airports in November 2012 and Balblair 1996 Vintage Highland Single Malt Scotch Whisky, a super premium single malt that is the 2013 exclusive offering to the Duty Free channel.

Blended Scotch whisky brands Hankey Bannister, MacArthur's and Catto's will also be showcased.



International Beverage is committed to international expansion in the travel retail channel and James Bateman, Global Travel Retail Manager for International Beverage, commented:

“The desire in the USA for premium spirits, the recent trend for craft spirits, and the growing awareness for single malt Scotch in particular gives encouragement that this is the right time for International Beverage to launch its Travel Retail offer in the western hemisphere.”

The Duty Free Show of the Americas, hosted by the International Association of Airport Duty Free Stores (IAADFS), will take place from the 7th – 10th April in Orlando.

International Beverage’s stand number: 542

For further information, please contact Rachael at Burt Greener Communications on 0131 243 6735 or 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.

ⁱ IWSR Duty Free Intelligence Centre, Scotch in Global Duty Free, July 2012