



October 2015

Old Pulteney Makes a Splash at World Famous Cocktail Competition

Much loved maritime malt **Old Pulteney Single Malt Whisky** made a spectacular mixology debut this month after scooping a medal at the prestigious Drinks International Cocktail Challenge.

Old Pulteney's winning cocktail, Midnight Tide, was created using **Old Pulteney Stroma Liqueur** and received a coveted bronze award in the After Dinner category.

Midnight Tide marks a significant milestone for the award-winning whisky, which developed the single malt cocktail to showcase Stroma's versatility to drinkers. Inspired by the windswept Caithness isle that Stroma is named after and its dangerous currents, the cocktail perfectly enhances Stroma's blend of award winning highland whiskies and robust and rugged undertones, which are symbolic of the island itself.

Now in its 22nd year, the world famous competition pits global spirits and liqueur brands' best cocktails against each other to find the Cocktail Challenge Champion. Brands are invited to submit recipes created by leading bartenders for blind tasting by a panel of industry experts.

The recipe was expertly created by Edinburgh-based mixologist Jon Hughes, who manages the city's leading bars Bramble, The Last Word Saloon, and the Lucky Liquor Co. John is currently one of the most respected bar tenders in the UK and drew on over ten years of experience in the trade to perfectly capture Old Pulteney's intrigue, craft and seafaring roots in his cocktail.

On the awards success, Margaret Mary Clarke, Senior Brand Manager of Old Pulteney commented:

"This is Old Pulteney's first cocktail competition entry so we are truly delighted with our win. Jon's creation really pays homage to Stroma's unique heritage and perfectly compliments the liqueur's smooth, sweet taste. It's fantastic that Stroma's versatility as a cocktail base has been recognised in such a highly respected competition and prove that Stroma can be enjoyed at any time, not just after dinner."

Jon's Winning Cocktail

Midnight Tide

Glass: Rocks
Ice: Block
Garnish: Lemon twist

Ingredients:

45ml Old Pulteney Stroma Liqueur
15ml Dry Vermouth (Noilly Prat Dry)
10ml Amontillado Sherry (Gutierrez Colosia)
5ml Fernet Branca



**Method:**

Combine all ingredients in a mixing glass, add ice, stir and strain into a chilled glass over a block of ice.

For more information please contact Lisa Fox at Burt Greener Communications on 0131 243 6735 or lisa@burtgreener.co.uk.

Notes To Editor**Stroma**

Stroma Malt Whisky Liqueur takes its name from the windswept island of the same name off the northern coast of mainland Scotland. The name Stroma originates from the old Norse language and means 'island in the stream'. A special mix of sweet fruit flavours are added to Old Pulteney single malt, distilled only a few miles from the island, and left to mature before bottling.

Old Pulteney Single Malt Whisky

Old Pulteney Single Malt Whisky, is diligently crafted at Pulteney Distillery in Wick. It was founded in 1826 by James Henderson at the height of Wick's herring boom. The distillery lies in the heart of 'Pulteneytown', which was created for all the fishermen at the time, and is embedded in the deep rooting history of this coastal town, which used to be one of the most important and biggest herring fishing ports in Europe.

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 people 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.

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**OLD
PULTENEY**
SINGLE MALT SCOTCH WHISKY