



Old Pulteney Stroma Liqueur Sails into U.S. Market

Louisville, KY (July 10, 2017) — Old Pulteney single malt Scotch whisky is introducing its award winning Stroma Liqueur to the U.S. market.

Named after the windswept Orcadian isle off Scotland's North East Coast, where Pulteney Distillery is located, Stroma originates from the Norse word meaning 'island in the stream'. It also refers to the dangerous currents on the island's shores, including the infamous 'Swelkie' whirlpool.

Stroma is a careful blend of malt whiskies from Old Pulteney's multi-award winning portfolio. Bottled at 35% ABV, its smooth, sweet taste has robust and rugged undertones and a warm and comforting finish. The expertise of Pulteney Distillery Manager Malcolm Waring lies at the heart of this fine liqueur that can be served neat or over ice. "I am excited to share Stroma liqueur with consumers throughout the United States," said Waring. "Stroma perfectly complements the Old Pulteney portfolio, adding a liqueur with a smooth, sweet taste."

Every aspect of Old Pulteney's latest release is designed to embody the intrigue, craft and history of the brand's seafaring roots. Stroma's unique bottle features an embossed image of crashing waves and it is packaged in striking black and gold - with a foil neck tag, which includes the brand's story and tasting notes.

Founded in 1826 at the height of Wick's herring boom, Pulteney Distillery is one of the most northerly distilleries on the Scottish mainland. It is this rich heritage that gives the whisky its identity as 'The Maritime Malt'.

Old Pulteney Stroma Malt Whisky Liqueur has a suggested retail price of \$34.99 per 750ml bottle and is currently available in ten states in the United States (CA, CO, DC, IL, MD, MA, NV, NY, SC, TX); the liqueur will continue to roll out to select markets in coming months.

About Old Pulteney

Old Pulteney is one of the world's finest and most distinctive single malt Scotch whiskies. Known as 'The Maritime Malt', it is crafted in the windswept coastal town of Wick, home to the Pulteney Distillery, which is one of the most northerly on the Scottish mainland. The distillery was established in 1826 in the heart of 'Pulteneytown', the town created to house fishermen during Wick's famous herring boom, which drew a fleet of over 1000 boats and 7000 workers to this remote and rugged harbor.

Old Pulteney is the embodiment of this place, its people and its remarkable history. The skilled Pulteney Distillery team continues to craft whisky using the most traditional and time-honored techniques that most others have long abandoned. This includes the uniquely shaped Pulteney stills, which are reflected in the design of the Old Pulteney bottle on shelves today.

Matured in hand-selected oak casks, the resulting whisky has been acclaimed for its excellence, its smooth drinking style and faint hint of the sea. Old Pulteney holds the coveted title of 'World Whisky of the Year' for 2012 in Jim Murray's Whisky Bible – one of the industry's highest accolades – and most recently the 'World's Best Single Malt Whisky' of 2016 by the prestigious World Whiskies Awards. The whisky also achieved top ten status in the UK single malt market in 2012 and is flourishing in many other countries around the world.

Old Pulteney is produced by International Beverage, which was recently named Whisky Distiller of the Year at Whisky Magazine's Icons of Whisky Scotland 2017 awards.