



14th September 2015

Old Pulteney Unveils Second Peated Single Malt

Old Pulteney Single Malt Scotch Whisky has added its second peated whisky to an already multi award-winning range, the exceptional **Old Pulteney 1989**. This outstanding single malt will be released to the UK in September with global markets to follow at a retail price of £135 per bottle.

To give the new vintage its peaty, smoky character, the whisky is matured in hand-selected American oak ex-bourbon barrels, which previously held heavily peated malt. Each distinctive bottle is natural in colour, non chill-filtered at 46% and is the embodiment of Pulteney Distillery's exceptional craftsmanship. On the palate it is peaty to start with a heavy, spicy underpinning. With notes of vanilla, coconut and oranges this indulgent single malt has a long-lasting finish.

The eye-catching detail and design of Old Pulteney 1989 reflects the high quality of the whisky and the brand's rich maritime heritage.

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 unique maritime heritage that gives the whisky its identity as the 'Maritime Malt'. A long-held favourite for whisky enthusiasts, many say they can taste a faint hint of the sea in Old Pulteney thanks to the distillery's windswept location and close proximity to the North Sea.

The launch of Old Pulteney 1989 marks a pivotal year for the brand, which has won a stream of prestigious international awards reflecting the quality of the whisky.

Old Pulteney Senior Brand Manager, Margaret Mary Clarke commented:

"We are very proud to launch Old Pulteney 1989 in response to increased consumer demand for peated whiskies and are confident that it will be a real hit with whisky enthusiasts.

The single malt's unique, indulgent taste is a real testament to the dedicated team at Pulteney Distillery who are passionate about the latest addition to our much-loved single malt portfolio."

For more information please contact Rachael Tyrrell at Burt Greener Communications on 0131 243 6735 or rachael@burtgreener.co.uk.

Notes To Editors

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.