



For immediate release

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## **Old Pulteney Unveils ‘Lighthouse’ Series Exclusively for Travel Retail**

Old Pulteney’s maritime roots in the far north of Scotland have inspired a colourful new series of travel retail exclusive products celebrating three historic lighthouses.

The Old Pulteney ‘Lighthouse’ Series, set to be unveiled at the TFWA Asia Pacific Exhibition in Singapore this May, will feature three distinctive new expressions of the award-winning ‘maritime malt’. Packaged in boldly coloured designs that reflect the distinctive, high-quality whisky inside, the range will be rolled out to the global travel retail and duty free channel from late summer 2013.

Lighthouses situated near Old Pulteney distillery’s northerly coastal location in Wick were selected to develop the series:

- **Noss Head:** Packaged with a vibrant blue label and tube, the design features an image of the Noss Head lighthouse which the whisky is inspired by. Built in 1849 by Robert Arnot and named after the Old Norse word ‘Snos’, the lighthouse represents the nose-shaped headland where it is situated. Matured in American Oak ex bourbon casks the malt inside has a full bodied, sweet and spicy taste with hints of coconut, lemons and oranges and a long-lasting finish. RRP: £39.99
- **Duncansby Head:** Featuring a coral red label and tube, the eye catching packaging depicts an image of Duncansby Head lighthouse. Situated near to John O’Groats at the very northern tip of Scotland, the lighthouse protected a dangerous part of the Pentland Firth where the Atlantic waters flow into the North Sea. Matured in ex American bourbon and ex Spanish sherry casks, the whisky has a sweet full bodied taste with notes of honey, chocolate and oranges. RRP: £44.99
- **Pentland Skerries:** Encased in striking purple packaging, this design features images of two lighthouses of the same name. Developed with input from renowned Scottish engineer Robert Stevenson, the Pentland Skerries lighthouses were built in



1794 on the uninhabited Pentland Skerries islands off the far north eastern coast, en route to Orkney. The whisky is matured in Spanish ex sherry casks and has a sweet, full-bodied taste with hints of raisins, spices and chocolate. RRP: £54.99

Margaret Mary Clarke, Senior Brand Manager for Old Pulteney commented: *'Old Pulteney's Lighthouse Series represents a further investment in bringing distinctive, high quality products to the travel retail trade for the enjoyment of travelling consumers. The association with the great lighthouses of Scotland's north easterly coast brings to life another aspect of Old Pulteney's maritime heritage.'*

The TFWA is the world's biggest duty free and travel retail association and this year's Asia Pacific event will take place from 12<sup>th</sup> – 16<sup>th</sup> May 2013 in Singapore. The Old Pulteney Lighthouse Series will feature on the International Beverage s' stand (Stand no: H27).

**For further information, please contact Rachael at Burt Greener Communications on 0131 243 6735 or [rachael@burtgreener.co.uk](mailto:rachael@burtgreener.co.uk)**

#### **Notes to Editors**

#### **Old Pulteney**

Old Pulteney – the Maritime Malt - is the company's flagship whisky brand and 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. The Pulteney Distillery by Wick's historic harbour is the most northerly on mainland Scotland, and since 1826 it has crafted a Single Malt Scotch Whisky that is the very essence of its remarkable location. Matured in hand-selected oak casks, Old Pulteney achieved top ten status in the UK single malt market in 2012 and is renowned for its long standing support of sailing and maritime adventure across the globe. Key markets are the UK, USA, France and Travel Retail.

#### **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.