



15th November 2013

Old Pulteney Unveils Limited Edition 1990 Vintage

Multi award-winning Old Pulteney Highland Single Malt Scotch Whisky has today (15th November) announced the latest addition to its distinguished portfolio, the limited edition 1990 Vintage. Only 900 cases of this exceptional single malt will be rolled out globally from November 2013 with a retail price of £120 per bottle.

Matured in American ex-bourbon and Spanish ex-sherry casks which previously held heavily peated whisky, each 700ml bottle is non-chill filtered at 46% ABV. Amber in colour, on the palate this full bodied expression is sweet to start with a touch of spice and a long and intense smoky finish.

To reflect the brand's rich maritime heritage, the 1990's striking packaging features a ship decking effect on the outer tube, a porthole stamp and Old Pulteney's classic herring drifter, which has become a symbol of the brand.

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 tipple for whisky enthusiasts, many say they can taste a faint hint of the sea in Old Pulteney malts thanks to the Distillery's windswept location and close proximity to the North Sea.

Old Pulteney Senior Brand Manager, Margaret Mary Clarke commented:

"After a very exciting year for the brand, which included a global partnership with Clipper Round the World Race, it's great to finish off 2013 by adding a very special expression to our award-winning portfolio. With its eye catching maritime design and rich intense taste, we are confident that the 1990 vintage will be a hit with global whisky connoisseurs."

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Notes to Editors

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 harbour.

Old Pulteney is the embodiment of this place, its people and its remarkable history. The skilled Pulteney distillery team continue to craft their whisky using the most traditional and time-honoured 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. 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 continues to celebrate all things related to its maritime heritage and is renowned for its long standing support of sailing adventure across the globe.