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The Drink Cabinet Signs Up for Old Pulteney and Caorunn On-trade Push

The Drink Cabinet UK has been appointed to develop an innovative new on-trade campaign for two of Inver House Distiller's award-winning premium spirits: the single malt Scotch whisky Old Pulteney and Caorunn small batch Scottish gin.

Led by drinks industry specialists Andy Gemmell and Lauren Stewart, the agency will deliver an innovative programme of activity throughout 2016, working with some of the UK's leading operators and bartenders.

The Old Pulteney campaign will include a new UK-wide 'Boomerang Competition', inviting bar staff to experiment with Old Pulteney's popular Navigator expression in a bid to inspire a new generation of malt whisky drinks at the bar. The Old Pulteney 'Drifter Bar' - a striking custom-built pop up featuring a handcrafted oak bar top and maritime artefacts – will also tour some of the UK's most exciting industry showcases and food and drink events throughout the year to provide an authentic Wick-inspired experience of the whisky for guests.

Caorunn Gin is already a favourite with some of the world's leading bar tenders, and The Drink Cabinet's focus in 2016 will be its origins at Balmenach Distillery in the Highlands of Scotland and its handcrafted qualities using local, fresh and seasonal ingredients. The team will also promote Caorunn's distinctive red apple serve and its versatility for a wide range of classic and modern cocktails amongst UK bartenders.

Two brand ambassadors will deliver the UK-wide campaigns on behalf of The Drink Cabinet:

Emma Andrew: Emma began her drinks industry career whilst a student in Edinburgh, working for some of the city's leading bars and competing in (and winning) some of the world's leading cocktail competitions. She was Assistant General Manager of 99 Hanover Street moving to join the team for the opening of Heads & Tales. She moved to London to take up a post at Hawksmoor Guildhall prior to joining The Drink Cabinet team.

Sian Buchan: Sian has been involved in hospitality for over ten years. A Highlander and graduate of Aberdeen University, she started working in the student union and a range of local bars, taking part in a number of national drinks competitions – with a particular interest in charitable cocktail competitions which led to her winning the 'Pink Your Drink' competition raising funds for Breast Cancer Awareness. After over four years at 99 Bar & Kitchen, Sian moved to Edinburgh to open Heads and Tales before joining The Drink Cabinet.

The Drink Cabinet's Lauren Stewart commented: *'There is so much potential for both Old Pulteney and Caorunn in the UK on-trade and we have created bespoke plans to bring each brand to life with some of the country's most influential and up and coming bar operators. Both drinks are of exceptional quality and have a wonderful and authentic brand story to tell, giving us a great opportunity to deliver some exciting plans amongst the UK's bar community this year.'*



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Old Pulteney Single Malt Scotch Whisky

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 continues to craft 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. In 2015 the whisky announced a partnership to raise vital funds for the global maritime charity The Mission to Seafarers, the organisation that cares for the world's 1.5 million men and women who face danger each day while working at sea. Old Pulteney will donate £1 from every bottle of Old Pulteney 12 Year Old sold in 2015 to the charity, aiming to raise £30,000 to support their work providing counsel and friendship for merchant seafarers in need – whether they are stranded, isolated or far from home.

Caorunn notes to Editors

- Caorunn Gin is available in selected Waitrose (RRP: £27), Sainsbury's (RRP: £26), Tesco (RRP: £27) stores and also Harvey Nichols, Fortnum and Mason, Oddbins, The Conran Shop, Spirited Wines, The Whisky Shop and spirit specialists
- RRP: £28.49
- Caorunn Gin has been awarded the prestigious CoolBrand status for 2013/2014
- A Modern London Dry Gin, attracting a whole new generation of gin drinkers, 80% growth globally and 67% growth in the UK between 2014 and 2015.



- Multi award-winning Caorunn is No 2 Super Premium Gin in Scotland and No 3 in total UK (Nielsen 2015)
- Invigorating, dry and crisp, perfectly served with red apple, Caorunn is most loved globally, available in more than 35 countries
- Caorunn's versatile taste works perfectly in any classic and modern cocktail, loved by bartenders across the globe, it is listed in 12 of the world's leading bars. Caorunn Gin is also available on-trade in leading UK cocktail bars such as Callooh Callay, Graphic, London Cocktail Club, Editions Hotel, Happiness Forgets and 69 Colebrooke Row
- Launched in November 2009, Caorunn Gin (pronounced "ka-roon") is a handcrafted, small-batch distilled Scottish gin infused with five hand-picked Celtic botanicals
- Caorunn Gin is named after one of its botanicals, the fabled rowan berry, which has inspired Celtic medicines and recipes for generations