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For immediate release

Old Pulteney raises a glass to nation's Maritime Heroes

Much loved single malt whisky, Old Pulteney, is set to toast UK seafarers as it launches its annual quest for those who have made an outstanding contribution to their local maritime community.

Known as the Maritime Malt, Old Pulteney Single Malt Scotch Whisky is seeking an exceptional seaman or woman who has made a positive impact on their sailing club.

Now in its 4th successful year **The Old Pulteney Maritime Heroes Awards** will be inviting sailing clubs from across the UK to nominate individuals who they feel deserve extra special recognition.

Created to champion and reward the outstanding passion, commitment and achievements within British maritime communities at both a local and national level, Old Pulteney wants to hear about any inspirational, or unsung heroes from UK clubs in one of the following three categories:

- **Club Service** – for a member who has worked endlessly to contribute to their club.
- **Bravery** – for demonstrating a remarkable level of bravery, or perhaps by supporting another club member in need.
- **Sailing Achievement** – for a member who has achieved sailing greatness at local, national or international levels.

In August, thirty winners will be selected as semi-finalists by a maritime judging panel. For this achievement they will each be awarded a bottle of Old Pulteney 12 Year Old and a certificate. The judging panel will consist of Alistair Vallance, editor of Scotland's biggest sailing magazine, Yachting Life, and a panel of Old Pulteney brand representatives. In October, three finalists will each win a £1,000 cash prize for their Sailing Club, a bottle of Old Pulteney 17 Year Old and a commemorative trophy. In November an Old Pulteney Maritime Hero will be selected from the three finalists and announced to the media. They will be presented with an additional £1,000 personal cash prize, a winner's trophy and a much



sought after bottle of Old Pulteney 21 Year Old, which was crowned 'World's Best Whisky' in Jim Murray's prestigious 2012 Whisky Bible.

Margaret Mary Clarke, Senior Brand Manager, commented – *'It is a real pleasure for Old Pulteney to launch the Maritime Heroes Awards. Now in its fourth year the competition has grown in both size and stature and it is fantastic to see an increasing number of entries and interest year on year. In the past the competition has produced some very worthy winners who have made a big difference to their sailing communities so it is wonderful to provide them with a platform from which to be recognised.'*

Old Pulteney Single Malt whisky has a rich maritime heritage and long standing association with the sea. Known as the 'Maritime Malt', it is a whisky that supports year-round maritime activity, including some of the most prestigious sailing events in the country such as the Clipper Round the World Race, Round the Island Race at the Isle of Wight, The Old Pulteney IRC Scottish Championship in Largs and a host of other regional regattas. Old Pulteney also sponsors *Wish You Were Here*, the country's largest amateur coastal photography competition in association with the Sunday Express.

It's easy to enter by filling in the competition entry form which can be downloaded via www.oldpulteney.com/maritime-heroes or by sending your application form to maritimeheroes@burtgreener.co.uk.

For further information, please contact Heather Peebles at

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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.