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Old Pulteney Makes Waves in Amsterdam Airport's Innovative New Shop

Multi award-winning Old Pulteney Single Malt Whisky has installed Amsterdam Schiphol International Airport's first branded sampling bar to bring the 'maritime malt' to life amongst global travellers. The bespoke fixture will command an eye catching presence in a new innovative sampling space within its Lounge 1 for two months until the 28th February.

Created to showcase Old Pulteney's award-winning Lighthouse Collection of single malt travel retail exclusive expressions, the installation, created by Jordan Design Limited, celebrates the brand's unique maritime roots and its exciting year-long partnership with the famous Clipper 2013-14 Round the World Yacht Race.

On the 1st September 2013, Old Pulteney entered the world's longest ocean race for the first time by sponsoring one of the 12 ocean racing yachts competing in the 11 month round the world adventure. The 70-foot yacht, which is named '*Old Pulteney*', is led by Dutch skipper Patrick Van Der Zijden, known as the 'Flying Dutchman'.

To celebrate this connection with The Netherlands, the freestanding airport display was designed to give customers the impression that they are looking out at a vast ocean from the deck of *Old Pulteney*. Decking floor graphics, yacht's wheel and guard rails containing display bottles add to the illusion of a yacht helm, where the sampling activity takes place. Back projected movie footage from the Clipper 2013-14 Race and a series of stretch mirrors create a heaving, moving seascape that further enhances the maritime experience. The iconic race and brand logos and a ship's compass also feature prominently on the installation.

The stand is supported by brand ambassadors who will host customer tastings and explain the history and provenance of the seafaring single malt. Expressions that will be showcased include the new Lighthouse Series travel retail exclusives comprising three single malts



named after lighthouses located near Pulteney Distillery – Noss Head, Duncansby Head and Pentland Skerries. Old Pulteney's limited edition 40 Year Old single malt will also be featured.

Margaret Mary Clarke, Senior Brand Manager, Old Pulteney explains: *“The bespoke installation is part of an ongoing programme to introduce Old Pulteney to a new international audience. The prominent new sampling space provides the ideal platform to increase brand awareness amongst the airport’s passengers and to showcase the malt’s exceptional quality and authentic history.”*

Marc Gatoux, Purchasing Director, Schiphol Airport Retail says: *“We are delighted with the impact that Old Pulteney has made during the launch of our new innovative shop and sampling space. Feedback from customers has been very encouraging and we look forward to announcing further promotional activity throughout the year.”*

Old Pulteney Single Malt Scotch Whisky is crafted at the most northerly distillery on the UK mainland in Wick. The distillery was founded in 1826 at the height of Wick’s herring boom, and it’s this maritime heritage that gives the whisky its identity as the Maritime Malt. Already a favourite tippie for whisky drinkers in the UK, Old Pulteney has developed global appeal and won a host of highly acclaimed international awards. It is currently the fastest growing single malt brand in global travel retail (IWSR 2013)

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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 more than 1,000 boats and 7,000 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.

About Clipper Ventures Plc

Clipper Ventures Plc was established in 1995 by legendary yachtsman Sir Robin Knox-Johnston, the first person to sail solo non-stop around the world in 1968-69. Sir Robin founded the company on the premise that sailing should be made available to everyone, regardless of age or experience. So he launched the Clipper Round the World Yacht Race in 1996. The company owns and operates its own matched fleet of ocean racing yachts and so far more than 3,000 people have competed in the eight editions of the Clipper Race to date. The company also owns the rights to the professional solo round the world VELUX 5 OCEANS race and runs a successful events division offering corporate sailing and development programmes. Today Clipper Ventures is recognised as a leading international marine events company which is focused on developing and promoting major global events such as the Clipper Race.

Clipper 13-14 Round the World Yacht Race

The Clipper 13-14 Round the World Yacht Race will start on Sunday 1 September from St Katharine Docks London, and return almost a year later after completing the 40,000 miles route, making it the world's longest ocean race. The event was established by Sir Robin Knox-Johnston to give everyone, regardless of sailing experience, the opportunity to discover the exhilaration of ocean racing. 650 people representing more than 40 nations will compete in the Clipper 13-14 Race on twelve brand new 70-foot yachts designed by renowned naval architect Tony Castro. It's the largest race ever. Crew members can sign up for the whole circumnavigation or one or more of eight legs. The only qualification for the race is the minimum age of 18 (there is no upper age limit) plus a thirst for adventure. The overall race is divided into individual stages and points are accumulated in a Formula 1-style scoring system. The yacht with the highest total points at the finish wins the Clipper Race Trophy.

Jordan Design Limited

Jordan Design is a central London-based three-dimensional agency specialising in designing premium and super-premium brand displays, multi-category retail space and conference and exhibition displays. It conveys a high end brand's unique personality three-dimensionally in domestic and travel-retail locations and oversees every stage of a project from blank canvas through client-approved design to implementation to prevent compromise either on materials or design. Formed in 1994 the agency has a global network of manufacturing partners and has undertaken work for brands and travel retailers in 25 airports across 20 countries. Its clients include BAT, The Edrington Group, William Grant & Sons, Beam Global and BP.