



For immediate release

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Speyburn Distillery Unveils £4 Million Expansion Programme as Global Demand Grows

One of Scotland's most picturesque and time-honoured distilleries has announced a major expansion plan to double its production capacity, in a bid to satisfy demand for Scotch whisky which continues to grow around the world.

Speyburn Distillery, which is nestled in a beautiful glen near Rothes in Speyside - the heart of single malt whisky distilling in Scotland, will undergo the £4 million programme which is set to be completed by the end of 2014.

Speyburn is part of the Inver House Distillers portfolio, which is owned by International Beverage Holdings. The distillery investment will increase Speyburn's production capacity from 1.8 million litres to over 4 million litres each year, allowing the business to lay down stock for predicted future growth in both established and emerging markets – with the brand's volume growth forecast at 15 per cent for the 2013 / 2014 period.

The expansion design will significantly reduce the distillery's energy consumption per litre of alcohol and improve its carbon footprint, with predicted energy savings of more than 20 percent once the extended distillery is up and running. This will be achieved by using the most up-to-date and energy efficient distillation equipment - whilst maintaining the distillery's traditional methods of production. The expansion will also provide a boost for local businesses, with Rothes-based whisky specialists Forsyths contracted to manufacture all new production equipment and Elgin-based construction company Robertson also undertaking elements of the project.

Often described as one of the nation's most photographed distilleries, Speyburn Distillery was founded in 1897 and produces Speyburn Highland Single Malt Scotch Whisky, which is already a top 10 malt brand in the USA - the biggest Scotch single malt market in the world. Nestled in a valley in the northern edge of Rothes, very little has changed at Speyburn Distillery in the last 100 years, including its time-honoured distillation methods and most of



its original features – a pagoda roof, wooden wash backs, unique stills and traditional dunnage warehouses, helping maintain its unique character.

The award-winning Speyburn 10 Year Old, 25 Year Old and 'Bradán Orach' expressions are distilled using water from the nearby Granty Burn, a tributary of the River Spey, which is famed for its purity and world-class salmon fishing. The result is a classic, perfectly-balanced single malt with a distinctive character and unique flavour.

Inver House Distillers' Managing Director Graham Stevenson commented: *'As we continue to be very optimistic about the long term potential for Scotch whisky, particularly in the emerging BRIC, African and South East Asian economies, investment in our production capabilities is crucial. Having the infrastructure in place to produce our high quality whiskies in greater quantities will be key to the future success of our brands, so we are delighted to see the first phase of this major programme of work get underway at Speyburn Distillery.'*

Bobby Anderson, Speyburn Distillery Manager added: *'This is an exciting time for everyone here at the distillery and we are working with a great team of local companies to deliver the expansion programme, whilst retaining the great traditions and time-honoured techniques involved with crafting our whisky. It's exciting for us to know that even more people around the world will be able to enjoy a taste of Speyburn as the project progresses this year.'*

Rural Affairs Secretary Richard Lochhead said:

"This is excellent news not only for the whisky industry, but to the local economy in Speyside.

"We know there is great demand for Scotland's national drink with whisky exports from the UK increasing by 87 per cent over the last ten years from £2.3 billion in 2002 to £4.3 billion in 2012, and the expansion of this distillery will play an important role in meeting that global appetite for our premium product. I also welcome the fact the distillery is showing leadership by reducing its carbon footprint through the installation of energy efficient distillation equipment, and playing its part in the move towards making Scotland a low carbon economy."

For further information on Speyburn please contact Burt Greener Communications, 0131 220 0003. Rachael Tyrrell / Rachael@burtgreener.co.uk



Notes to Editors

Speyburn Highland Single Malt Scotch Whisky was first distilled on December 15, 1897, the diamond jubilee year of Queen Victoria. Today, Speyburn continues to use the time-honoured traditional distillation methods that created the single barrel of the 1897 vintage. Speyburn is matured in American and Spanish oak casks in traditional stone-built warehouses. The result is a classic Speyside single malt; golden amber in colour with a floral and citrus nose. It is medium-bodied and easy to drink, with a delicate, fruity character and a dry, complex finish. The portfolio includes Speyburn 10 year old, Speyburn 25 year old and Speyburn Bradan Orach expressions.

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, such as the USA. 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 whiskies Old Pulteney and Speyburn 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.