

*For immediate release*

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## **anCnoc Takes a Trip to the Dark Side With New Peated Collection**

anCnoc Highland Single Malt Scotch Whisky is inviting drinkers to find their 'peaty side' this year as the contemporary single malt launches an intriguing new collection of limited edition peated whiskies for the global market.

Aiming to unravel the mysteries of peated whisky for modern drinkers, this new collection from the Knockdhu Distillery will feature anCnoc's classic light, easy-drinking style but with a dark, distinctive and smoky twist.

The first three releases in the collection were unveiled at a launch event in Glasgow last night (Wednesday 26<sup>th</sup> March), with the anCnoc team treating guests to tastings of each new single malt, alongside an inspiring mix of peaty experiences.

A menu inspired by anCnoc's new dark side was created for the event by rising Scottish food experimentalists Jelly&Gin, with jars of edible peat bog, copper rivet lollipops and clouds of anCnoc smoke delighting guests on the night. A living peat bog was even transported to the venue for the occasion.

The expressions in anCnoc's new peated collection are named in honour of the traditional tools used to cut peat, with 'Rutter' and 'Flaughter' unveiled for the UK and global markets and 'Tushkar' released exclusively for Sweden.

Each new release will also display its own varying phenol content in parts per million (ppm) to indicate just how peated the whisky inside the bottle is, aiming to help drinkers find a peaty level to suit their palate.

Inspiration for the new peated collection comes from anCnoc's 120 year history, which reveals that the very first whiskies crafted at Knockdhu had a peaty edge, thanks to the distillery's location in the heart of some of Scotland's most fertile peat land.

### **Tasting notes**

**Rutter (11.0 ppm):** sparkling gold in appearance, initially smoky on the nose giving way to spices, pineapples, pear drops and vanilla. A full-bodied peaty richness to taste but with undertones of set honey, vanilla, toffee and leather, punctuated by green apples, giving way to a smoky peaty finish.

**Flaughter (14.8ppm):** pale gold in appearance a warm smokiness with spice, ash and surprising fruit on the nose. Distinctly smoky to taste with a fruity long-lasting finish.

**Tushkar (15.0 ppm):** polished gold in appearance with a rich sweet honey and vanilla nose wrapped in a veil of warm peat smoke, pierced by overtones of fresh green apples, orange peel and cut spring flowers. Rich, full-bodied wood smoke to taste, opening up to exotic spices, runny honey, toffee sweetness and a hint of freshly squeezed lemons.

The packaging of the new collection represents a dark and striking alternative look for anCnoc, with each green glass bottle featuring a glistening illustration of a traditional peat cutting tool on an eye-catching black label.

The whiskies will be available through independent and specialist retailers from April and will sit alongside anCnoc's core range. They are bottled at 46% ABV and in their most natural state – neither chill-filtered nor coloured.

Charles Maclean, Master of the Quaich comments: *'The difference between these three malts is subtle, but apparent. Their overall flavour – their aroma and taste – is nicely balanced, fresh and breezy; their smokiness subtle and understated, while their cheerful simplicity makes them very 'more-ish' and easy to drink.'*

Project Manager, Stephanie Bridge, hopes that anCnoc's new collection will encourage malt drinkers to explore peated whisky in a new way. She commented: *'Our new limited edition peated single malts will form an exciting collection to sit alongside our core anCnoc expressions, offering drinkers a new, and perhaps a first experience of peated whisky. These malts have all the exceptional qualities of anCnoc but with a depth and smokiness that will be appealing both to peat aficionados and to drinkers of lighter malts with an interest in finding a peated malt whisky that they understand and enjoy. We're on a mission to bring our very modern take on the world of peated whisky to our drinkers and to entice customers to experience this new side of anCnoc.'*

anCnoc Highland Single Malt Scotch Whisky is part of the Inver House Distillers portfolio, and is produced at Knockdhu Distillery – established in 1894 and one of the smallest and most enchanting in the Scottish Highlands. It is renowned the world over by malt enthusiasts for bringing a contemporary twist to the traditions of fine malt whisky, producing a single malt that is accessible and versatile for all occasions.

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### **Notes to Editors**

#### **About anCnoc Highland Single Malt Scotch Whisky**

anCnoc Highland Single Malt Scotch Whisky is produced at the Knockdhu Distillery which was established in 1894 and is one of the smallest and most enchanting in the Scottish Highlands. It's renowned the world over by malt enthusiasts for producing a single malt that makes every day a special occasion. The new limited edition peated whiskies join the popular anCnoc 12 years old, a light yet complex dram; 16, 22 and 35 years old expressions; and a yearly vintage, currently the 1999. anCnoc is known for championing the contemporary visual arts and for its partnerships with some of Scotland's most vibrant galleries and arts projects.

#### **About International Beverage**

International Beverage Holdings ([www.interbevgroup.com](http://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](http://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 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.