



For immediate release

Hankey Bannister Launches New Pack to Showcase 'Substance with Style' brand proposition

Hankey Bannister, the award-winning blended Scotch whisky from International Beverage, has unveiled a striking new design for its outer packaging to embody the brand's 'substance with style' proposition.

The new look is part of an ongoing investment to bring to life the story and contrasting personalities of the whisky's founders - the 'style' of flamboyant London socialite Beaumont Hankey and the 'substance' of his astute business partner, Hugh Bannister.

The carton design features two contrasting patterns to communicate the positioning: one a vibrant gold foil damask, the other more muted and geometric. Both are evocative of Hankey Bannister & Co.'s 250 years of heritage in London's celebrated West End, where the company was established in 1757.

Versions of the new packs have been created for the brand's two core expressions: rich blue for Hankey Bannister 12 Year Old and deep red for Hankey Bannister Original.

The packaging also reflects the superb quality and taste of the whisky, recognized most recently with a 'Gold Outstanding' medal at the IWSC awards in late 2014. Hankey Bannister is crafted using malts from all five International Beverage distilleries to give a smooth, easy drinking blend with one of the highest malt contents available on the market.

Hankey Bannister Brand Manager Lynne Buckley commented: *'We believe that this striking new pack works brilliantly in communicating Hankey Bannister's substance with style brand story, whilst also reflecting the exceptional quality of the whisky. There is huge demand in the global marketplace for a blended whisky that combines a high quality product with a distinctive brand story and, with Hankey Bannister, we are spoiled on both counts. Our founders provide us with a rich brand proposition. And whilst there may be a 250 year age*



gap, the qualities they stood for - tradition, craftsmanship, originality, sophistication and style - are all completely relevant for modern-day whisky drinkers.'

The packaging has been developed for Hankey Bannister by JDO Brand Design and Innovation in London. Packs will be on shelf in Hankey Bannister's core markets across Africa, Russia and Eastern Europe from June 2015.

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Notes to Editors

Hankey Bannister

Founded in 1757, the Hankey Bannister business first established premises at John Street in London's West End. The company quickly developed strong associations with royalty and some of their most renowned clients and enthusiasts included The Prince Regent, William IV, Prime Minister Winston Churchill and writer Evelyn Waugh, with the blend earning a royal warrant under George V.

Messrs Hankey and Bannister travelled to Scotland to source the finest ingredients to perfect their Scotch whisky blend. Through careful selection and crafting, they created a new and different taste especially for their exacting clientele in London.

Hankey Bannister is crafted from the finest Highland Malts, including single malts from International Beverage's Old Pulteney, Balblair, anCnoc, Speyburn and Balmenach distilleries. These are then expertly combined with more delicate Lowland Grain whiskies to produce a unique blend.

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.