



Old Pulteney Launches Limited Edition 35 Year Old Single Malt

Multi award-winning Old Pulteney Highland Single Malt Scotch Whisky has added a new, exceptionally rare whisky to its distinguished range, the limited edition **Old Pulteney 35 Year Old**. Only 450 cases of this outstanding single malt will be rolled out to global markets with a retail price of £500 per bottle.

The embodiment of Pulteney Distillery's exceptional craftsmanship, this new expression is matured in American ex-bourbon and Spanish ex-sherry casks which have been expertly hand selected by Distillery Manager Malcolm Waring. Each striking 700ml bottle is non-chill filtered at 42.5% ABV. On the palate this full bodied expression is sweet and spicy to start then quickly develops a range of signature Old Pulteney flavours from honey, rum soaked raisins and oranges to the heavier notes of seasoned leather, pralines and a touch of the salty North Sea air. A truly indulgent, perfectly balanced whisky, it has a long slow finish and is light amber in colour.

The eye catching detail and design of the limited edition reflects the brand's rich maritime heritage, which includes a stunning wooden box with porthole revealing the unique Old Pulteney bottle which carries the classic herring drifter, which has become a symbol of the brand.

Founded in 1826 at the height of Wick's herring boom, Pulteney Distillery is one of the most Northerly distilleries on the Scottish mainland. It is this unique maritime heritage that gives the whisky its identity as the 'Maritime Malt'. A long-held favourite tippie for whisky enthusiasts, many say they can taste a faint hint of the sea in Old Pulteney malt thanks to the Distillery's windswept location and close proximity to the North Sea.

The launch of the 35 Year Old follows the success of Old Pulteney's 40 Year Old single malt which was released in 2012, Old Pulteney Senior Brand Manager, Margaret Mary Clarke commented:



“Old Pulteney 35 Year Old is a world class expression and we are delighted to add another high age, limited edition to our existing portfolio.

From its eye catching packaging to its superior taste, the new malt is a true reflection of Old Pulteney’s outstanding quality and craftsmanship. We are confident that it will take its place amongst the best luxury whiskies available today and cement our position as one of the UK’s top ten single malts.”

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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 over 1000 boats and 7000 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.