



For immediate release

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Old Pulteney Launches new Mission for Charity

‘Angel’s Share’ of Maritime Malt will help Seafarers in Need

Old Pulteney Single Malt Scotch Whisky has today (Monday 30th March) announced a new partnership to raise vital funds for the global maritime charity The Mission to Seafarers, the organisation that cares for the world’s 1.5 million men and women who face danger each day while working at sea.

The Maritime Malt will donate a £1 from every bottle of Old Pulteney 12 Year Old sold in 2015 to the charity, aiming to raise £30,000 to support their work providing counsel and friendship for merchant seafarers in need – whether they are stranded, isolated or far from home.

The money raised by Old Pulteney consumers will fund a ship-visiting programme, providing seafarers with a warm and friendly welcome and any emergency help and advice they need; and roving Wi-Fi in port locations, ensuring seafarers can connect with their loved ones back home.

After years of involvement with some of sailing’s most celebrated adventures, Old Pulteney has been inspired to support the charity’s invaluable work, which takes place in 260 ports around the world. In addition to special charity packs of Old Pulteney 12 Year Old which will be on shelf in the UK and other key markets from May, the campaign will be brought to life through an exciting programme of PR and online activity as well as Old Pulteney sponsored events planned throughout 2015.

Old Pulteney Senior Brand Manager Margaret Mary Clarke commented: *“We are extremely proud to be launching our partnership with The Mission to Seafarers and I can’t think of a better cause for Old Pulteney to support. Our whisky shares a unique connection with seafarers and the sea, with Pulteney Distillery located in the very place where thousands of fishermen used to sail out into one of the most rugged sea channels on Britain’s coastline.*



The risks they took and the dram they deserved on their return are at the heart of our brand, making our support of The Mission to Seafarers very relevant today.

The work that the charity does is important and it needs funding – a fact that was tragically brought home to us at the start of this year after the Cemfjord shipping disaster in the Pentland Firth, just off the coast of our home town of Wick. The Mission to Seafarers were there when help was needed, to care for the families of those who were very sadly lost in this incident, and also to provide much needed support to the local Wick community and those who were involved in the search and rescue operation.

The full Mission to Seafarers' operation is funded through donations, so we hope that Old Pulteney drinkers will get on board for our mission this year to help us reach our £30,000 target and fund more of this invaluable work around the world."

The Mission to Seafarers' Director General Andrew Wright said: *"We are thrilled to have the opportunity to work alongside Old Pulteney Single Malt Scotch Whisky which has a long and prestigious heritage connected with sea trade in the former fishing town of Wick. The Mission's history of providing a vital lifeline to seamen and women in need since 1856 all over the world makes our association a strong one and we look forward to working with the distillery where tradition, quality and superb craftsmanship have been maintained and cherished to this day."*

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Notes to editors

About the Angel's Share

During the ageing process of whisky, at least 2% of the whisky in each barrel evaporates through the oak. The distilleries refer to this portion as *the Angels' Share*.



About The Mission to Seafarers

Founded in 1856, and entirely funded by voluntary donations, today's Mission to Seafarers is a registered charity that offers emergency assistance, practical support, and a friendly welcome to crews visiting over 260 ports around the world in 71 countries.

Whether caring for victims of piracy or providing a lifeline to those stranded in foreign ports, we are there for the globe's 1.5 million merchant seafarers of all ranks, nationalities and beliefs.

The Mission to Seafarers' Patron is Her Majesty The Queen and our President is Her Royal Highness The Princess Royal.

To find out how we help those facing shipwreck, abandonment, loneliness and danger, visit our website: www.missiontoseafarers.org

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.

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.