



For immediate release
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Hankey Bannister 21 Year Old Expression re-launched as new blend and design unveiled

Hankey Bannister, the award-winning blended Scotch whisky from International Beverage, has today (30 Oct 18) unveiled a striking new design and blend for its 21 Year Old Partners' Reserve Blended Scotch Whisky.

The company's Master Blender Stuart Harvey has hand selected rare and exceptional casks to craft the blend, each allowed to rest for a minimum of 21 years in the finest Spanish ex-sherry and ex-bourbon oak, as well as American oak ex-bourbon casks. The result is an indulgent and luxurious Scotch, perfect for special occasions and gifting.

The influence of contrasting wood imbues Hankey Bannister 21 Year Old Partners' Reserve with a complex, characterful flavour. Spanish casks slowly create distinctive aromatic nuances of spiced citrus fruit, with chocolate and raisin on the palate. Creamy vanilla and toffee overtones are derived from the American oak, culminating in a smooth, creamy, slightly spicy chocolate finish.

Complementing the quality of the whisky is a new super-premium geometric bottle, enhanced by gold foil decoration, an embossed metallic label and a dark wood cork closure. A soft leather-like, subtly embossed box completes the exquisite packaging.

The new 21 Year Old release is part of Hankey Bannister's ongoing investment to bring the story and sartorial appeal of its pioneering founders to life - the 'style' of flamboyant London socialite Beaumont Hankey and the 'substance' of his astute business partner, Hugh Bannister.



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 centuries may have passed, the qualities they stood for - tradition, craftsmanship, originality, sophistication and style - are all completely relevant for modern-day whisky drinkers.'*

Hankey Bannister 21 Year Old Partners' Reserve is crafted to an original recipe from single malts selected from International Beverage's five distilleries, which are then expertly combined with more delicate Grain whiskies to produce a unique blend. Produced as a small batch of just 3000

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bottles, it retails at £105 and will be available in Hankey Bannister's core markets across Russia, Eastern Europe and Asia from December 2018.



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About Hankey Bannister

Messrs Hankey and Bannister's wines & spirits business was originally established in 1757 at John Street in London's stylish West End. When these two remarkable men took charge, their focus was on making superior Scotch whisky blends to suit the sophisticated tastes of their renowned society clients – which included The Prince Regent, William IV, Prime Minister Winston Churchill and writer Evelyn Waugh. In 1901 Hankey Bannister received its first royal warrant from George V, with a second being granted in 1940 by George VI – extended for a further ten years in 1950.

Hankey Bannister was purchased by Inver House Distillers, now part of International Beverage, in 1988. The blend is meticulously crafted to the original recipe of its founders, using the finest Highland malts in the International Beverage portfolio, including single malts from Pulteney, Balblair, Knockdhu, Speyburn and Balmenach distilleries. These are then expertly combined with more delicate grain whiskies to produce a distinctive blend.

The resulting whisky has been highly acclaimed, with Hankey Bannister 40 Year Old winning gold at the World Whiskies Awards 2014 and International Spirits Challenge ; and Hankey Bannister Heritage Blend receiving the Gold again at World Whiskies Awards 2018. To this day, the unique blend of charisma and acumen of Messrs Hankey and Bannister - their 'substance and style' - continues to be celebrated and appreciated by whisky drinkers around the world.

About 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.