



## From Couch to Coast: Old Pulteney Transports Social Distancers to Coastal Hometown

*Old Pulteney, The Maritime Malt, offer a novel way to relieve cabin fever while social distancing, bringing the outdoors inside with a 15-minute video soundtrack to transport listeners to the coast.*

With the UK asked to stay at home, **Old Pulteney, The Maritime Malt** have launched **From Couch to Coast** – a bespoke video soundscape which will virtually transport listeners from the confines of their home to the whisky’s quiet coastal hometown of Wick, located on Scotland’s most northerly shores.

The simple pleasure of experiencing the sea breeze on your face, rolling waves and sand crunching beneath the feet is off the cards while the UK adjusts to the important job of social distancing and staying home to protect one another.

But while most can’t use their daily walk to visit the sea, **From Couch to Coast** is designed to help people embrace the benefits of ‘blue space’ – the popular theory that being near bodies of water can improve overall wellbeing – from the comfort of their own home.

The resulting video soundscape is just over 15 minutes long and captures an assembly of natural sounds from Old Pulteney’s hometown. The sounds of tranquil lapping sea waves and the chirping of local wildlife are combined with the rhythmic tempo of the team crafting Old Pulteney’s fine single malt, making for the perfect easy listening alongside a dram.

Available on YouTube and the Old Pulteney website, the soundtrack is set against stunning footage capturing the natural beauty of Wick. With sweeping golden beaches and towering cliffs, the harbour town is a key destination on the popular NC500 – a scenic 500-mile road trip route - and has been the home of Old Pulteney since it rolled its very first barrels there in 1826.

Malcolm Waring, Manager at Pulteney Distillery, said:

*“Our distillery team are fortunate to be able to enjoy the sea breeze while still adhering to the important job of social distancing at home in Wick.*

*It’s just the ticket for cabin fever, but we know lots of people just can’t get to the coast right now. That’s why we wanted to bring a taste of the sea to all, transporting people to the tranquil sights and sounds of the home of The Maritime Malt.*

*It’s especially useful for those who are adjusting to working from home. It’s hard to switch off from a long day at the office when the office is your house but our Couch to Coast soundtrack is the perfect antidote.”*

**From Couch to Coast** is ideal to enjoy alongside a dram of **Old Pulteney 12 Years Old**, which is available to buy at **Tesco, Sainsbury’s, Waitrose** and all other major retailers. **RRP £35**. Listen to the **Couch to Coast** soundtrack in full: <https://www.instagram.com/oldpulteneymalt/>

**ENDS**

EST. **OLD** 1826  
**PULTENEY**  
SINGLE MALT SCOTCH WHISKY



For more information, contact WIRE:

[fiona@wearewire.co](mailto:fiona@wearewire.co) / 07837000900

W: <https://www.oldpulteney.com/>

F: [@PulteneyDistillery](https://www.instagram.com/PulteneyDistillery) | T: [@OldPulteneyMalt](https://www.instagram.com/OldPulteneyMalt) | I: [@OldPulteneyMalt](https://www.instagram.com/OldPulteneyMalt)

**Notes to Editors:**

**About Old Pulteney:**

Old Pulteney is the only brand whose story, distillery, and whisky are shaped by the sea itself. The unique combination of brisk sea air and meticulous cask selection makes its flavour unlike other single malt Scotch whiskies.

The award-winning core collection, revitalised for the modern market in 2018, includes: 12 Years Old, Huddart, 15 Years Old, 18 Years Old, and 25 Years Old.

As the man behind the town's 19th Century fishing boom, Sir William Pulteney put northerly Scottish coastal town Wick on the map, but today the Pulteney name is better known for its unique, single malt whisky. Distilled and matured by the sea, the award-winning whisky in our casks is cocooned by salty air swept ashore on Arctic winds.

Since 1826, Pulteney Distillery has navigated changeable seas and conditions, including 25 years of prohibition. Old Pulteney is inseparable from the spirit of the harbour town it calls home which is why it will always be ***The Maritime Malt***