



## **anCnoc builds on Peter Arkle partnership**

### **Once-in-a-lifetime competition launched to celebrate latest release**

anCnoc Highland Single Malt Scotch Whisky has unveiled its third Limited Edition Peter Arkle release.

The striking and distinctive packaging from the New York-based Scottish artist takes its inspiration from the thick, brick walls of anCnoc's Knockdhu Distillery's dunnage warehouses.

Internationally-acclaimed illustrator Peter Arkle said:

"I have loved working with anCnoc and am very proud of our latest limited edition. The distillery at Knock is such a great place and I had a fantastic time visiting there. This particular illustration for me really shows a complex thought in a very simple way. On one hand it's just a drawing of the bricks that make up the walls of the distillery and the warehouses with a yellow sign stuck on. But, on the other hand, those bricks are so old and so soaked with the essences of anCnoc – absorbed over the years – that they are not just any old bricks. They are bricks with real character and history. And the sign is there to remind people that anCnoc is not something you can take for granted. One must handle something remarkable with care."

The liquid has anCnoc's signature honey and lemon notes and has a spicy taste with notes of citrus, sherry and dark chocolate.

Strictly limited to only 1000 cases, this Limited Edition will be available online and through specialist retailers in the UK as well as across the globe in the USA, Germany, Russia, Japan, Taiwan and Canada.

To mark this unique collaboration, anCnoc is offering 10 fans the chance to win a personally illustrated bottle of anCnoc in a Twitter contest. By Tweeting in a picture of how they enjoy their whisky, 10 of the entries will be chosen by Peter and hand-drawn before being transposed onto a label and tube of anCnoc.

Gillian Gibson, Brand Manager for anCnoc, said:

"anCnoc has long had a close relationship with visual art and we are delighted to not only be continuing with this fantastic series with Peter which we are sure will become instant collectors'

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

items like its predecessors, but that we can also offer truly personalised art with a mighty fine dram with our #youranCnoc campaign.”

The campaign, called #youranCnoc, will go live on June 17<sup>th</sup> when people all over the world will have a single day to Tweet in their perfect way to enjoy a dram of anCnoc – whether that be at the beach, by a roaring fire with a dog or looking at the countryside from their window. One of the 10 winners will be flown to New York to meet Peter and be presented with their personalised bottle.

Peter added:

“I have been so inspired designing for anCnoc and I’m really excited for people to get the chance to be inspired themselves and have their own personal anCnoc moment immortalised onto their very own bottle. It’s such a fun opportunity.”

For more information on the anCnoc range or the #youranCnoc campaign please visit [www.anCnoc.com](http://www.anCnoc.com)

**For further media information please contact Vicki Byers at Burt Greener Communications**

**0131 200 0003 / [vbyers@burtgreener.co.uk](mailto:vbyers@burtgreener.co.uk)**

## **Notes to editors**

### **About anCnoc Highland Single Malt Scotch Whisky**

anCnoc Highland Single Malt Scotch Whisky is produced at the Knockdhu Distillery which was established in 1894 and is one of the smallest and most enchanting in the Scottish Highlands. It’s renowned the world over by malt enthusiasts for producing a single malt that makes every day a special occasion. The new limited edition product joins the popular anCnoc 12 year old, a light yet complex dram and a yearly vintage, currently the 1998, which is bottled in its natural form producing high intensity malt.

Known for championing the contemporary visual arts and this new campaign builds on anCnoc’s grassroots arts sponsorships in cutting-edge Scottish galleries, which to date have generated a vibrant and modern environment for drinking whisky.



### **About Peter Arkle**

Peter Arkle is been a freelance Scottish illustrator, based in New York City. Born in Penicuik he graduated from St. Martin's School of Art and the Royal College of Art in London, before moving to New York, where his unique style flourished. He has been working freelance since 1993, contributing to books, newspapers and magazines such as The New Yorker, Newsweek and Oprah, in addition to leading global brands and businesses.

### **About International Beverage**

International Beverage Holdings ([www.interbevgroup.com](http://www.interbevgroup.com)) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. With a network of regional offices in Asia, Europe and North America, the company is responsible for the production, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Inver House Distillers ([www.inverhouse.com](http://www.inverhouse.com)) is globally integrated into International Beverage Holdings and drives the distillation and maturation of Scotch through its five distilleries.

International Beverage brands include:

- Chang Beer: Thailand's iconic beer brand
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: 'The Spirit of Thailand' since 1941
- Caorunn - a small batch distilled Scottish Gin infused with 5 Celtic botanicals

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

