



## Get ready for #youranCnoc Day

### Whisky Wants Best anCnoc Moments for June 17<sup>th</sup> Twitter Contest

Smart phones at the ready! On **Monday June 17<sup>th</sup>** anCnoc Highland Single Malt Scotch Whisky wants whisky fans around the world to snap and Tweet a picture of how they most enjoy a dram - and in return their idea could feature on one of 10 personally illustrated bottles of anCnoc with one lucky winner cinching a trip to New York.

In a first for the brand, **#youranCnoc** builds on anCnoc's long standing association with design and illustration by asking whisky drinkers around the world to share their own anCnoc moments as the creative spark for their own exclusive bottle.

It's simple to get involved with this fast-paced, one-day Twitter event – think about how you like to drink your anCnoc, snap a picture that sums it up, and Tweet it to @anCnoc\_whisky using #youranCnoc between 00.00 (GMT) on Monday June 17<sup>th</sup> and 09.00 (GMT) on Tuesday June 18<sup>th</sup>.

The 10 winning images will be chosen over the course of the next day and used to inspire bespoke illustrations by Scottish-born, New York- based illustrator – and anCnoc partner - Peter Arkle at his studio in Manhattan. His finished drawings will be speedily dispatched across the Atlantic to the anCnoc team in Scotland where the 10 unique packs will be created for winners.

In an exciting twist for entrants, on Monday June 24<sup>th</sup>, the anCnoc team will also reveal their favourite overall #youranCnoc Tweet which will win its creator a four-night stay in New York with a friend, to enjoy the sites and to be presented with their bottle by Peter.

anCnoc Brand Manager Gillian Gibson said:

“anCnoc's series of illustrated Peter Arkle exclusives has been extremely popular, so we are very excited to be taking the idea to a whole new level with this campaign, giving our drinkers the chance to have their very own anCnoc moment brought to life and illustrated by Peter on our packs.

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

“For me, I would say my #youranCnoc moment is sitting in the garden with my nearest and dearest enjoying a sunny barbecue with my dram.

“For others it might be looking out over the countryside, or sitting down at the beach or even curled up by the fire with the dog. There are no right answers. We’re just looking for pictures that inspire us and really sum up the different experiences people have and their love of good whisky. It’s now over to our drinkers and we are really looking forward to seeing the results of our first twitter challenge on June 17<sup>th</sup>.”

The #youranCnoc campaign has been launched to celebrate the third Limited Edition Peter Arkle release for anCnoc. The latest release, which features an illustration depicting the brick work at the Knockdhu distillery is filled with a liquid which has anCnoc’s signature honey and lemon smell and has a spicy taste with notes of citrus, sherry and dark chocolate.

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.

Peter Arkle commented:

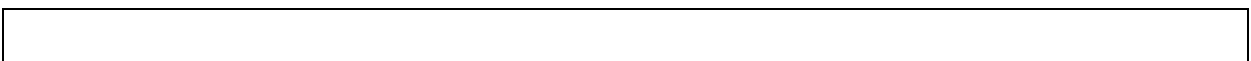
“The terms ‘money-can’t buy’ and ‘once-in-a-lifetime’ are often used but in this instance that really is the case. This is such an exciting opportunity for people to get a truly personal bottle of anCnoc which will be long treasured I’m sure.

“There are many places I enjoy a dram but if I had to pick one #youranCnoc moment it would be sitting up on my plant-filled roof terrace looking over New York’s East Village—my little oasis of calm and relaxation amongst the madness of the city. Perfect after a hard day of drawing.”

Each winner in the #youranCnoc campaign will also receive a bottle of the latest Limited Edition.

For more information on the anCnoc range or the #youranCnoc campaign please visit

[www.anCnoc.com](http://www.anCnoc.com)



# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

For further media information please contact Vicki Byers at Burt Greener  
Communications 0131 200 0003 / Vicki@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.

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

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.