

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



## RISE WITH THE TIDE

### BLUE PLANET CAMERAMAN FRONTS NEW WHISKY CAMPAIGN FOR OLD PULTENEY

*Old Pulteney, The Maritime Malt, partners with Doug Allan to launch the first short film for its new brand campaign 'Rise With The Tide' following the inspirational stories of those whose lives have been shaped by the sea.*



Old Pulteney single malt Scotch whisky has, on the 16<sup>th</sup> of September 2019, announced underwater explorer and Blue Planet cameraman Doug Allan as the first partner in its new campaign, *Rise With The Tide*. Known as 'The Maritime Malt', the whisky is highlighting its coastal roots by following inspirational stories of those whose lives have been shaped by the sea.

As one of the world's best known and respected cameramen, Doug Allan specialises in wildlife filming, particularly underwater. His 35 year career has seen him work on over 65 films and documentaries to date, including the renowned Blue Planet, narrated by David Attenborough. His award-winning work includes eight Emmys and four BAFTAs – most recently, the BAFTA Scotland Outstanding Contribution to Craft Award in 2017. An outspoken ambassador for protecting our oceans against the effects of climate change, his life has been shaped by the sea, starting from the moment he tried on his first diving mask and learning to dive in Scottish waters.

To launch the campaign, Old Pulteney invited Doug to their Highland coastal hometown of Wick to swap stories with Distillery Manager Malcolm Waring, and to learn how embracing the sea's power has led him on an incredible journey – all captured to create the first short film in the new Rise With The Tide series: <https://youtu.be/PITiLbF553A>

The film explores Doug's best moments and once-in-a-lifetime experiences, diving into the beauty of the UK's coastline, and opens up about the significance of patience, an important virtue when working

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with nature. Often shooting for days or weeks at a time, he recognises that the biggest rewards in life only come one way - with patience - something Old Pulteney is familiar with too.

**Speaking of the new campaign, Doug Allan said:** *“Working with Old Pulteney has been a real pleasure – a wonderful insight into how the sea not only shapes our environment and our wildlife, but also our whisky. I was struck by how much the team at Pulteney Distillery view the sea as a silent partner in their whisky making. The passion from Malcolm and the team at the distillery was evident, and I quickly understood how much respect they have for the sea – it’s made them who they are. So, it’s no wonder they want to highlight its life-giving, awe-inspiring power.*

*For me, venturing into wildlife photography has brought me everything I could have hoped for in life – from diving into the unknown underwater, experiencing the excitement of befriending wild animals and witnessing them in their natural habitat, and exploring vast landscapes in some of planet’s most extreme conditions - what a journey it’s been.”*

**Malcom Waring, Pulteney Distillery Manager said:** *“Meeting Doug was like meeting a kindred spirit. He understands perfectly how the sea can be embraced for the betterment of people, place and product, and that’s a value we hold dear here at Pulteney. The sea is absolutely a part of everything we do... we’re known as The Maritime Malt for a reason. Our collection has a beautifully fresh, briny quality to it thanks to our casks aging in the sea air - and it’s been that way since the beginning, when our hometown really came into being thanks to the herring fishing industry and really, thanks to the sea.”*

Old Pulteney’s story has been inseparable from the sea since the first barrel was filled in 1826 – it’s embedded in the taste and is viewed as a silent partner. The new campaign brings this maritime heritage to the fore, recognising the importance the sea plays in not only the creation of Old Pulteney whisky, but in the lives of so many throughout the world.

Doug Allan’s Rise With The Tide story, the first in the series, launches on Monday 16<sup>th</sup> September, via [www.oldpulteney.com/RiseWithTheTide](http://www.oldpulteney.com/RiseWithTheTide).

**ENDS**

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**About Old Pulteney:**

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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 now 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.***

### **About Rise With The Tide**

Rise With The Tide is the brand new campaign from Old Pulteney, following the life stories of people who have embraced the sea to do something remarkable. Launching in the UK on 16<sup>th</sup> September, the campaign will share similar tales from partners in the US and Asia, each one linked by their shared love of the sea, and desire to protect it.

### **About Doug Allan**

Doug Allan is an award-winning natural history photographer, documentary filmmaker, diver, author and public speaker.

Following a chance encounter with Sir David Attenborough in the Antarctic, he began working with the BBC, eventually taking on filming work for the award-winning documentary series featuring Blue Planet, Frozen Planet and Human Planet.

His photographic awards include eight Emmys and four BAFTAs. He has twice won the underwater category in the Wildlife Photographer of the Year and has three Honorary Doctorates in recognition of his camerawork, as well as two Polar Medals.

He embarks on a 21-date UK theatre tour Doug Allan Wild Images, Wild Life this autumn. The tour, sponsored by Old Pulteney, runs from 16th September to 1st December, where he'll share behind the scenes stories for all the family, with highlights from the most challenging assignments of his 35 years filming wildlife in the remotest places on Earth.