

BALBLAIR

Established in 1790

Highland Single Malt
Scotch Whisky

PRESS INFORMATION: **4th September 2012**

Balblair 1996: Global Travel Retail exclusive

International Beverage Holdings is to unveil a new Vintage of Balblair Highland Single Malt Scotch Whisky at TFWA Global Exhibition in Cannes (October 21st – 26th). The first release of the 1996 Vintage replaces the very popular 1995 Vintage and is to be available exclusively through Global Travel Retail in one-litre bottles.

Balblair has become established as a favourite of discerning whisky drinkers worldwide. As well as being the only distillery solely releasing vintage malts, the contemporary packaging design sets it apart and the traditional production methods result in a single malt of rare quality.

As with every expression, Balblair 1996 is un-chill-filtered, naturally coloured and bottled at 46% abv for maximum flavour delivery. Sparkling golden in appearance, this expression is full of fruit and spice on the nose with aromas of lemon, orange, toffee and coconut with an intriguing hint of subtle smoke. Maturation in American oak ex-bourbon casks has added characteristic sweet, toffee and vanilla flavours. Sweet and spicy on the palate, summer fruits and toffee combine with chocolate and coconut in a long, smooth finish.

Distillery Manager John MacDonald observes of his latest selection: "Much time and care has gone into creating this new Vintage and I am satisfied that all the hard work, dedication and devotion has paid off. I am confident that whisky enthusiasts worldwide will really enjoy this newest member of the Balblair family."

James Bateman, Global Travel Retail Manager for International Beverage states: "Travel retail is a key sales platform in International Beverage's brands strategy for 2012. The decision to launch the latest Balblair Vintage at TFWA Cannes underlines our commitment to invest in the global travel retail channel."

Balblair 1996, at £49.99 /\$79.49 /€3.19 for one-litre, joins the existing range of Vintages including the 1965, 1978 and 2001 available in the travel retail channel.

