

BALBLAIR

Established in 1790

Highland Single Malt
Scotch Whisky

PRESS ANNOUNCEMENT: **MARCH 2014**

BALBLAIR LAUNCHES EXCLUSIVE NEW VINTAGES INTO TRAVEL RETAIL SECTOR

March 2014 sees Balblair Highland Single Malt Scotch Whisky release three new Vintages exclusively in the Travel Retail channel. Balblair Vintage 2004, matured in bourbon barrels, the first release of the Balblair Vintage 1999 and the Balblair Vintage 2004, which is matured in sherry butts.

The bourbon matured Balblair 2004 Vintage and the first release of Balblair 1999 Vintage will make their debut at the IAADFS Duty Free Show of the Americas in March, where trade visitors will have the chance to try the new Vintages for the first time. The sherry matured Balblair 2004 Vintage will be exclusively released to Asian Duty Free Operators.

Gillian Gibson, Global Brand Manager for Balblair says, "We are releasing three new Vintages in response to overwhelming demand from the Travel Retail sector for our distinctively packaged Balblair Vintages. We value our customers and wanted to provide them with something unique and special.

Each Balblair Whisky is part of a limited release of a certain Vintage, selected by our Master Distiller and timed to perfection. These three releases represent a premium and exclusive choice for travelling Malt Scotch Whisky lovers and gift-givers."

