

BALBLAIR

Established in 1790

Highland Single Malt
Scotch Whisky

PRESS ANNOUNCEMENT: **OCTOBER 2014**

BALBLAIR LAUNCHES INTERACTIVE TRAVEL RETAIL DISPLAY



This October, Balblair Highland Single Malt Scotch Whisky takes centre stage at Edinburgh International airport with an exclusive never seen before Travel Retail display.

Consumers will have the chance to sample three of Balblair's finest Vintages all exclusive to Travel Retail; Balblair Vintage 1999 first release, Balblair Vintage 2004 matured in bourbon barrels and Balblair Vintage 2004 matured in sherry butts.

The stand, designed especially to highlight Balblair's 'Timed to Perfection' brand messaging will be positioned front of store. Manned for 16 hours a day, consumers

passing through can engage with Balblair expert's whilst sampling their very own dram. All Vintages will be available to purchase on the stand, including the Balblair Vintage 2004 matured in sherry butts, previously only available in Asia.

Sarah Clark, Trade Marketing Manager for Balblair says, "Educating consumers about our Vintages 'Timed to Perfection' is important in understanding our process at

Balblair and how we differ from other Single Malts. We feel that we have really brought this messaging to life with our eye catching display."

For further information and high res imagery please contact Leonora Mellish on 020 7749 2637 and email: leonora.m@stirpublicrelations.com



Notes to Editors:

- Balblair Distillery was established in 1790, and is one of the oldest working distilleries in Scotland and the oldest working in the Highlands.
- Their whiskies are completely unique in the way in which they are named after the year they were made, rather than being made to specific age statements.
- Vintages selected by Balblair are at their absolute peak of perfection, each hand-picked to represent the very best that the distillery has to offer.
- Every cask is sampled, judged and selected by John MacDonald, the Distillery Manager, to find its optimum maturation point - The point at which each Vintage says it's ready.
- Any casks not selected, are simply not chosen because they are not deemed to have reached perfection. For Balblair, timing is everything. It's an art. An alchemy. A way of life.
- Balblair is situated by the beautiful Dornoch Firth on the sweep of the Cambuscurrie Bay and close to the original source of its water, which is still used to this day.

Balblair 2004 Bourbon Matured

- Recommended Retail Price: £44.99, \$73.99, €54.99
- Stockists: Global Duty Free outlets
- The first release of bourbon matured Balblair 2004 (£44.99) is golden in appearance. This fine Single Malt is fused with the unmistakable Balblair aromas of orange, lemon and green apple. Hints of leather, coconut and honey can also be detected. American oak, ex-bourbon barrels were used for the maturation of this special Vintage and have imparted a distinctive vanilla fragrance. On the palate citrus fruits combine with the sweetness of the vanilla, coconut and honey to create a zesty yet spicy, long-lasting finish.

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Balblair 2004 Sherry Matured

- Recommended Retail Price: £49.99, \$82.99, €59.99
- Stockists: Available for Asian Duty Free operators only
- The first release of sherry matured Balblair 2004 (£49.99) is bronzed amber in appearance. This full bodied Vintage is fused with aromas of raisins, leather and spice. Hints of green apple, citrus fruits and dark chocolate can also be detected. American and Spanish oak, ex-sherry butts were used for the maturation of this fine Single Malt and have imparted a rich spicy note and vanilla fragrance. On the palate hints of raisins and spice combine with the sweetness of vanilla, coconut and honey to create a smooth, warming, long-lasting finish.

Balblair 1999 1st Release

- Recommended Retail Price: £54.99, \$89.99, €55.99
- Stockists: Global Duty Free outlets
- The first release of Balblair 1999 (£54.99) is copper bronze in appearance. On the nose there are the signature Balblair aromas: floral and fragrant punctuated with green apples, citrus fruits and vanilla. The American oak, ex-bourbon barrels and Spanish oak, ex-sherry butts used in maturation impart a rich spiciness and notes of leather, honey and chocolate. On the palate honey and vanilla notes combine with a rich spiciness and sweet toffee, resulting in a full bodied Vintage. The long lasting, smooth finish is sweet yet spicy.

