



For immediate release

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Old Pulteney exclusive single cask bottling on board for Viking Line's 2017 Whisky Fair

Old Pulteney Single Malt Scotch Whisky has announced a rare and exclusive single cask bottling for release at this year's **Viking Line Cinderella Whisky Fair**, known as the world's largest floating whisky festival, which sets sail from Sweden this week.

This is the first whisky from Old Pulteney to be created specifically for Duty Free retail in the Nordic region and it will be exclusive to the thousands of whisky enthusiasts boarding the Viking Line Cinderella on each of the three dedicated 24 hour return sailings from Stockholm to Mariehamn – a fitting partnership for 'The Maritime Malt'.

Bottled from a carefully selected single 2002 cask (number 705) at Pulteney Distillery in Wick, only 252 individually numbered 70cl bottles will be available to purchase and also to sample at special on-board Old Pulteney masterclasses, hosted by Pulteney Distillery Manager Malcolm Waring.

This exclusive single cask bottling speaks of Old Pulteney's coastal home in Wick on the rugged North Sea coast in Scotland, where it is matured in warehouses near Wick Harbour to deliver the signature 'Maritime Malt'.

It is golden honey in colour with an intense and rounded taste. Lemon cake and citrus peel notes are followed by creamy white chocolate, spicy vanilla and fragrant wood, with a touch of dried fruit. This note of lemon sits in perfect harmony with the honey sweetness and vanilla, followed by soft fruits, chocolate and just a hint of tobacco. As with all well-loved expressions of Old Pulteney, the malt has a warming sweet and spicy finish with the signature Old Pulteney tang. The whisky is non chill-filtered, and naturally bottled at cask strength of 55.8% ABV and will be priced at SEK 999.

Each bottle reflects Old Pulteney's maritime heritage and uniquely shaped stills, and is presented in a traditional cream 'sail-cloth' canvas bag, which is printed with the Viking Line Whisky Fair logo.

International Beverage's full portfolio of single malt Scotch brands, represented regionally by Five Eyes Beverage Company, will be available at Viking Line's Cinderella Whisky Fair, which takes place on the 16th, 17th and 18th of February in Sweden, including Old Pulteney, anCnoc, Balblair, Speyburn and Caorunn Gin, produced at Balmenach Distillery.



International Beverage Travel Retail Director James Bateman commented: *'International Beverage is delighted to offer this single cask exclusively for Viking Line, the first from Old Pulteney to be created specifically for Duty Free retail in the Nordic region. The Cinderella Whisky Fair is a terrific coming-together of whiskies and of whisky aficionados - a completely unique event that we are delighted to continue to support with our presence and wide range of products.'*

Kim Engblom, Buyer for Viking Line added: *'The annual Cinderella Whisky Fair continues to grow in ambition and in popularity. Managed over three cruises, we will expect to welcome about 4500 whisky enthusiasts onto the Viking Cinderella. Old Pulteney is one of the most popular single malts available, and we are delighted to have this exclusive single cask for 2017.'*

Old Pulteney has been acclaimed for its excellence many times over. Only recently its 1989 Vintage was named Whisky Magazine's 'World's Best Single Malt', whilst its 21 Year Old Single Malt was named 'World Whisky of the Year 2012' in Jim Murray's Whisky Bible. Parent company International Beverage celebrated a momentous win in Whisky Magazine's Icons of Whisky Scotland 2017 awards, where it was named Whisky Distiller of the Year.

**For further information, please contact Lisa Fox at Burt Greener
Communications: 0131 220 0003 / lisa@burtgreener.co.uk**

Old Pulteney Single Malt Scotch Whisky

Old Pulteney is one of the world's finest and most distinctive single malt Scotch whiskies. Known as 'The Maritime Malt', it is crafted in the windswept coastal town of Wick, home to the Pulteney Distillery which is one of the most northerly on the Scottish mainland. The distillery was established in 1826 in the heart of 'Pulteneytown', the town created to house fishermen during Wick's famous herring boom which once drew a fleet of over 1000 boats and 7000 workers to this remote and rugged harbour. Old Pulteney is the embodiment of this place, its people and its remarkable history. The skilled Pulteney Distillery team continues to craft whisky using the most traditional and time-honoured techniques that most others have long abandoned. This includes the uniquely shaped Pulteney stills, which are reflected in the design of the Old Pulteney bottle on shelves today.

Matured in hand-selected oak casks, the resulting whisky has been acclaimed for its excellence, its smooth drinking style and faint hint of the sea. Old Pulteney's 21 Year Old Single Malt holds the coveted title of 'World Whisky of the Year' for 2012 in Jim Murray's Whisky Bible – one of the industry's highest accolades. The whisky also achieved top ten status in the UK single malt market in 2012 and is flourishing in many other countries around the world. 2016 saw Old Pulteney 1989 Vintage crowned the 'World's Best Single Malt' at Whisky Magazine's prestigious World Whiskies



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