



ROYAL BRACKLA® SINGLE MALT: THE FIRST WHISKY FIT FOR A KING

Glasgow, Scotland, 25th August 2015 – John Dewar & Sons Ltd. has unveiled a new range of proprietary bottlings from Royal Brackla distillery, one of Scotland's oldest and most venerable distilleries.

The new expressions of this regal single malt, ROYAL BRACKLA® 12 year-old, ROYAL BRACKLA® 16 year-old and ROYAL BRACKLA® 21 year-old will be available initially in 10 markets from September 2015; a regal opportunity to savour whisky fit for a King.

Standing on the fertile farmland of the Cawdor Estate, Royal Brackla Distillery was established in 1812 by the fiery Captain William Fraser who returned to the family farm after military service and took advantage of the fine barley it grew. Within 25 years his distillery's reputation for spirit of sterling taste received its crowning moment when King William IV bestowed 'Royal' status to Brackla, in 1835. It thus became the first ever Scotch to garner a royal warrant, a revelation that led to its nickname: 'The King's Own Whisky'.

Traditional production techniques help to protect a distilling heritage that spans more than two centuries and preserves the unparalleled quality of a rather special spirit. To allow for the development of intriguing complexity and fruitiness, extra time is taken at the fermentation stage, which acts for up to 80 hours; far longer than most Scottish distilleries.

The notably tall stills run at an unusually slow pace. Their height allows plenty of reflux, with the leisurely nature of the operation increasing the contact that the spirit shares with copper, thus filtering out unwanted sulphury notes. Instead, delicate and lightly perfumed notes of grass and green foliage develop, alongside inviting fruity aromas. Crucially, the whisky is finished in premium first-fill sherry casks, enriching it with notes of muscovado sweetness and dates, alongside opulent walnuts.

Stephen Marshall, Bacardi's Global Marketing Manager – Single Malts says: "This is the one that was described as 'The Drink Divine' by the Royal household in the 1830s, that's no small claim, so we had to take our time and the entire team have done an amazing job that really does justice to Royal Brackla's incredible heritage. There's only one whisky in the world that can be the first Royal whisky, I feel privileged to have worked on this".

The new portfolio consists of three age statements, each bottled at 40% ABV: Royal Brackla 12 Years Old, Royal Brackla 16 Years Old and Royal Brackla 21 Years Old. Each expression has been launched in 10 initial markets around the world including Canada, France, Germany, Japan, Russia, Sweden, Taiwan, United Kingdom, United States and Global Travel Retail.

www.LastGreatMalts.com

Tasting Notes

Royal Brackla 12 Years Old, 40% ABV

Salute a superior Scotch: almonds, vine fruits, opulent spices; steeped in sherried richness. Ennobled nectar, fit for a king.

Royal Brackla 16 Years Old, 40% ABV

A royal flush of flavour: vanilla, soft caramel, ripe apricots; replete with sherry tones. Hold court with a monarch of the glens.

Royal Brackla 21 Years Old, 40% ABV

All hail a high-born spirit: summer berries, dark chocolate, star anise; infused with sherry sweetness. A member of malt aristocracy.

About ROYAL BRACKLA Single Malt Scotch Whisky

Founded in 1812 by Captain William Fraser, ROYAL BRACKLA's regal malt has a remarkable history.

The distillery itself is over two centuries old and its malt's nickname of 'The King's Own Whisky' stems from its distinction as the first single malt to be granted a royal warrant.

High-grade barley, flawless water from the Cawdor Burn and slow distillation produce a truly refined spirit, before it's matured in the finest first-fill oloroso sherry casks. This rich, robust whisky offers muscovado sweetness, dates and walnuts within its opulent, sherried depths.

The brand new portfolio comprises of three ROYAL BRACKLA single malts: the 12 Years Old, 16 Years Old and 21 Years Old.

The single malt brand of ROYAL BRACKLA is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

www.RoyalBrackla.com

About John Dewar & Sons Ltd.

John Dewar & Sons Ltd. employs 300 people at seven locations throughout Scotland. The Company currently operates whisky distilleries in Aberfeldy, Macduff, Aultmore, Craigellachie and Nairn with ageing, blending, bottling and packaging facilities in Glasgow and additional maturation facilities in Poniel in Central Scotland.

www.LastGreatMalts.com

For more information on the new single malt expressions, the five distilleries, tasting notes, crafting, and heritage, please visit www.LastGreatMalts.com

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