



ARDMORE FOUNDED
1898
HIGHLANDS

PROPOSITION

A clear and simple, but not shallow, concept

- A Highland malt with a twist – 100% peated
- Target 'Glen' drinkers with a scotch that is easy to understand (with a focus on communicating flavour) but also engaging (different from other Highlands with its peat flavour)
- Most single malts focus on tradition and heritage. Ardmore is backed by these, but not ruled by them
- Ardmore offers more substance to these drinkers, but in a relatively easy way to understand.

DETAILS

- The only 100% peated Highland malt whisky (though considered "lightly" peated with 12-15 ppm (vs. Laphroaig's 50 ppm)
 - Subtle peat-smoke tones, balanced by a smooth, oak sweetness
- Initial maturation in oak, final maturation in traditional, smaller oak Quarter Casks of 110 litre size
- Bottled at 46% ABV and non-chill filtered, a more traditional process that further preserves more of the natural flavors
- 3,000 9L cases available to US market for 2008 launch

PRICE +5% vs. Laphroaig 10yo

COMPETITORS

- Source volume from: Glenfiddich, Glenlivet
- Flavour Competitors: Glenmorangie, Balvenie

SHELF POSITION Top shelf, within Highland malts, to the right of Macallan

