



Laphroaig Whiskey

- Double cask matured in American Oak (ex-bourbon) and then specially created small Quarter Casks (which take their inspiration from small casks used in the 19th Century)
- Non-chill filtered for additional authenticity
- Bottled at 48% ABV (20% above the 10 year old)
- No age statement - the key to QC is the flavour, not the age

Positioning:

- A range extension, targeting current Laphroaig drinkers and 30-45yo male 'Glen Boreds' who are moving out of the big 'bland' brands
- Top shelf, among the Islay malts, to the right of Laphroaig 10yo

Tasting Notes:

COLOUR:

Full sparkling gold

NOSE:

Burning embers of peat in a crofters fireplace, hints of coconut and banana aromas

BODY:

Full bodied

PALATE:

Deep, complex and smoky yet offers and surprises the palate with a gentle sweetness

FINISH: Really long, and dries appropriately with smoke and

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