

*For immediate release*

*8<sup>th</sup> August 2007*

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

## **anCnoc Calls for a Blogging Nation**

**anCnoc Highland Single Malt Scotch Whisky** has partnered with one of Scotland's leading papers, the Sunday Herald to find the country's best blogger in an exciting competition launched this week, Sunday 5<sup>th</sup> August.

An online phenomenon, with currently over 71 million appearing on the internet, blogging is the latest style for budding writers to talk, discuss, debate, share and enthuse on their opinions, and experiences. The competition invites readers to enter their own blogs relating to the title of 'My Modern Scotland'. Whether it be Scotland's contemporary art, music, architecture, film scene or other that inspires the writing, it's the vibrancy and unique culture of today's Scotland which anCnoc is searching for, to find captured in this fresh, uncomplicated and creative style.

To kick start the competition a number of well known Scots hit the keyboard to post their own blogs which are now viewable on the Sunday Herald website including leading Scottish authors William McIlvanney, Alexander McCall Smith, Rab C. Nisbett writer Ian Pattison as well as the popular singer Idlewild's Roddy Woomble.

To enter readers are invited to post their blog on [www.sundayherald.com/blogging](http://www.sundayherald.com/blogging) where they will be viewable to all, before the winner is selected at the end of August. Entries will be judged by a selected panel with the winning entry appearing in the Sunday Herald and online on September 2<sup>nd</sup>. The lucky winner will also win a writing masterclass writing with esteemed author Alan Spence over a luxury lunch at one of Edinburgh's most celebrated restaurants before enjoying a complementary evening for 2, dinner bed & breakfast, at Edinburgh's Apex hotel in the city's historic Grassmarket area.

Elaine Mitchell, anCnoc Brand Manager, commented:

*“Blogging has become an international phenomenon and an exciting new way for people to communicate and share ideas. For the past few years anCnoc has become renowned for supporting Scotland’s incredible arts and creative scene and we are delighted to sponsor this initiative which encourages individuals to write in this new, modern genre about something that affects their everyday lives – their own culture and surroundings. We are excited to await the entries and to understand how people feel about their Scotland and are grateful to have such strong support from Scotland’s well known figures including Alan Spence, William McIlvanney and Alexander McCall-Smith.”*

Alan Spence, Author commented:

*'This is a time of rapid change in the way we use language, the way we communicate, and the rise of the blog is a fascinating development. It's direct, democratic, gives everyone the possibility of reaching an audience worldwide. I always tell my students they learn to write by writing, and the blog is a way of doing just that - creating a piece of work and getting it out there. The competition's great in that it encourages focus and clarity. I look forward to reading the entries and to meeting the winner, talking through their story over a dram of anCnoc Highland Single Malt Scotch Whisky.'*

For further press information, please contact Victoria Calder on 0141 248 6007 ([victoria@burtgreener.co.uk](mailto:victoria@burtgreener.co.uk)) at Burt Greener Communications.

## **Notes to Editors**

### **ANCNOC**

Carefully crafted at Knockdhu Distillery, **anCnoc Highland single malt Scotch whisky** has a soft, aromatic nose with a hint of honey and lemon in the foreground. With an immediately recognisable amber colour, it is sweet to taste followed by a fresh appetising fruitiness and a long smooth finish. The light yet challenging malt is establishing itself as a favourite of the modern whisky connoisseur.

The anCnoc Portfolio includes:

12 Year Old	-	40%	-	£23.99
1993	-	46%	-	£29.49
1975	-	50%	-	£94.99

anCnoc 12 Year Old is rich amber in appearance with a slight yellow hue and a distinctive soft aromatic nose revealing hints of honey and lemon in the foreground. Its taste is sweet to start with an appetising fruitiness before a long smooth finish. Truly accessible, a great malt for new to malt and malt lovers alike.

anCnoc 1993 has a sparkling gold appearance and an intense aroma . Its scent awakens your senses with bursts of citrus fruits, before slowly melting into a soft and sweet fragrant vanilla - a result of its maturation in wholly American bourbon barrels which allow the intense citrus notes that are key characteristics from Knockdhu to shine through. Non-Chill filtered nor coloured the taste is light and zesty with a hint of spice, warming up to what can only be described as stick to your teeth toffee. It has a long and lingering finish leaving your ready for the next sip

**anCnoc** 1975 has a deep, rich amber appearance, with a golden hue. Its smooth, well balanced nose is sweet with fruity overtones and hints of vanilla and the full bodied malt tastes deliciously sweet with sherry and vanilla notes with a smooth, long lasting finish.

## **INVER HOUSE**

With an enviable standing and refreshingly original approach , Inver House is increasingly recognised as one of the industry's most interesting companies, having developed a diverse, high quality portfolio of brands. With headquarters based near Airdrie, the company has five distilleries – Pulteney, Balblair, Speyburn, Knockdhu and Balmenach – that each produce their own distinctive, individual single malt whisky. Currently sold to 85 countries worldwide, Inver House's products include:

- Old Pulteney – one of the UK's top 15 single malts, this flagship brand is known as 'The Genuine Maritime Malt' and reputed as one of Scotland's finest whiskies. Old Pulteney also supports an exciting programme of sailing and maritime events
- Balblair Single Malt Whisky – premium vintage whisky inspired by its Pictish roots but with a contemporary design and international focus
- anCnoc – boutique malt and key supporter of Scottish arts and creative industries
- Speyburn – value-for-money whisky, which has established itself as the 8<sup>th</sup> largest selling malt brand in the USA

Inver House also produces a range of blended malts, blends, vodka, gins and liqueurs, such as Scotland's Original Cream Liqueur, Heather Cream.