



For immediate release  
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## **anCnoc Announces Scottish Arts Sponsorships**

anCnoc Highland Single Malt Scotch whisky, renowned for its sponsorship of the contemporary arts, is proud to launch its 2008 sponsorships of several major Scottish arts venues and events. Well-known arts hot spots such as The Arches, The Tron Theatre, The Fruitmarket Gallery, The Traverse Theatre as well as the Red Door Gallery, are included in the ongoing sponsorship programme.

'The perfect malt to mix with' will be available throughout the year at these selected venues as well as other arts centres and art lovers will be able to enjoy a delicious dram or an exquisite anCnoc cocktail – cocktails especially created to suit the flavours of anCnoc and the taste of the 'dare to be different' arts enthusiast.

Already popular cocktails include the anCnocito and the anCnoc Apple Mac and for those who need a bit of TLC during the wet and cold winter months, anCnoc has created the anCnoc Toddy - the original and best hot toddy Scotland has ever seen!

Says Nicola Ball, Brand Manager of anCnoc: *'The Scottish arts and creative scene is one of the most outstanding in the UK. So many highly talented individuals and groups contribute each year to a brilliant programme of events and anCnoc is delighted to be involved in this sector. We want to support our venues by all means possible and continue to establish a long-lasting partnership.'*

In addition to this dedicated sponsorship programme, anCnoc Highland Single Malt Scotch Whisky will also be the official spirit of the Lighthouse's Gathering Space at this year's Venice Architectural Biennale. Furthermore, anCnoc will be supporting the Arts and Business Scotland Awards, which will take place on 21 October in the Aberdeen Music Hall, as well as more exciting events yet to be announced.

anCnoc is an exciting 'boutique' malt gaining fast-growing enthusiasm amongst whisky lovers as well as a genuine following from newcomers to the world of whisky. The invention of anCnoc cocktails has increased the drinks' appeal to novices and offers an exciting way to enjoy whisky.

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. The light yet challenging malt is establishing itself as a favourite of the modern whisky connoisseur.

For more information on anCnoc please visit [www.anCnoc.com](http://www.anCnoc.com). Here you will also be able to download a selection of mouthwatering cocktail recipes and various podcast to learn more about the brand and whisky in general.

For further media information, please contact Ines Kriehofer of Burt Greener Communications on 0141 248 6007 or email [ines@burtgreener.co.uk](mailto:ines@burtgreener.co.uk)

Ends

**Notes to the Editor:**

anCnoc will be supporting the following events:

*The Tron:*

Six Acts of Love, 30 September

Tennessee Williams Double Bill, 28 October

*The Arches:*

All Visual Arts Events

Arches Live! Festival, 15 - 30 September

*The Traverse Theatre:*

Cherry Blossom, 27 September

Cockroach, 24 October

Midsummer, 28 October

Nasty, Brutish & Short, 7 November

Nobody Friday, 21 November

*The Fruitmarket Gallery:*

Close Up, 17 September

*Venice Architectural Biennale, 14 September – 23 November*

*Arts and Business Scotland Awards, 21 October*

The anCnoc Portfolio includes:

anCnoc 12 Year Old	–	40% (70cl)
anCnoc 16 Year Old	–	46% (70cl)
1994 Vintage	–	46% (70cl)
1975 Vintage	–	50% (70cl)

Inver House Distillers has been described as having ‘shown the most commitment to the development of whisky at all levels’ and has an enviable standing and refreshingly original approach. Increasingly recognised as one of the industry’s most innovative companies, Inver House has developed a diverse, high quality portfolio of brands, which contributed to Inver House being named as International Distiller of the Year at the Icons of Whisky Awards in February 2008.

With headquarters based near Airdrie in Scotland, the company has five distilleries – Pulteney, Balblair, Speyburn, Knockdhu and Balmenach – that each produces their own distinctive, individual single malt whisky. Currently sold to 85 countries worldwide, Inver House’s products include:

- 1 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

- 2 Balblair Highland Single Malt Whisky – premium vintage whisky inspired by its Pictish roots but with a contemporary design and international focus
- 3 anCnoc – boutique malt and key supporter of the arts and creative industries
- 4 Speyburn – value-for-money classic Speyside malt whisky, which has established itself as the 6<sup>th</sup> largest selling malt brand in the USA

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