

# anCnoc

HIGHLAND SINGLE MALT  
SCOTCH WHISKY

*For immediate release  
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## **anCnoc Gets Active in East Kilbride**

anCnoc Highland Single Malt Scotch whisky is proud to announce its sponsorship of the Men's East Kilbride Hockey Team for the 2008/09 season.

They are going from strength to strength and anCnoc is delighted to support the team for the upcoming season. The investment will provide the club with team strips and additional support throughout the year.

anCnoc, meaning "hill" in Gaelic, and pronounced "a-nock", is carefully crafted at Knockdhu distillery in the Scottish Highlands. It's a product of the region's rich and pure natural resources and the undoubted expertise and passion of Master Distiller Gordon Bruce. In unison they contribute to anCnoc's complex and perfectly balanced flavour.

Says Nicola Ball, anCnoc Brand Manager: 'anCnoc is really happy to support projects at a local level as well as on an international scale. The East Kilbride Hockey team are a strong force in the game and we wish the team the best of luck for next season.'

Says Grant Thomson, East Kilbride Hockey Team Captain: 'We are thrilled that anCnoc have come on board to support us. We had a strong season in 2007/2008 and celebrated our 40<sup>th</sup> anniversary. It's really exciting to move into the next season with a sponsor behind us.'

The malt is renowned for its sponsorship of the contemporary arts in both Scotland and Leeds and is successfully sponsoring venues and events throughout the year including the Arches, the Tron, The

Fruitmarket Gallery, The Traverse Theatre, the Leeds Film Festival, the Carriageworks, the Northern Art Prize and the Dadi Awards.

If you would like more information anCnoc, please visit [www.anCnoc.com](http://www.anCnoc.com), where you will be able to download a series of enticing cocktail recipes and various podcasts to learn more about the brand, the history and the making of anCnoc.

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### **Notes to the Editor:**

#### **The anCnoc Portfolio includes:**

anCnoc 12 Year Old	–	40% (70cl)	- £25
anCnoc 16 Year Old	–	46% (70cl)	- £45
1994 Vintage	–	46% (70cl)	- £30
1975 Vintage	–	50% (70cl)	- £100

International Beverage Holdings ([www.interbevgroup.com](http://www.interbevgroup.com)) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. Headquartered in Hong Kong with a network of regional offices in Asia, Europe and North America, the company is responsible for the distillation, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Those brands include:

- Chang Beer: the number one selling beer brand in Thailand with an increasing presence throughout Asia and the rest of the world.

- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: the 'the Spirit of Thailand' since 1941

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.

Inver House Distillers has been globally integrated as International Beverage Holdings and will drive the production, distillation and maturation of Scotch whisky ([www.inverhouse.com](http://www.inverhouse.com)) through its five distilleries, Pulteney, Balblair, Speyburn, Knockdhu and Balmenach, each producing their own distinctive, individual single malt whisky.