

anCnoc

HIGHLAND SINGLE MALT
SCOTCH WHISKY

*For immediate release
14 October 2008*

Whisky comes anCnoc-ing in Leeds

anCnoc Highland Single Malt Scotch Whisky is taking its successful arts sponsorship programme into England for the first time, and has selected the vibrant cultural city of Leeds as its first port of call south of the border.

Having supported the arts in Scotland for a number of years, anCnoc will partner with some of Leeds' dynamic arts projects and events, including The Carriageworks and Project Space Leeds, the Dadi Awards, the Northern Art Prize and the 22nd Leeds International Film Festival.

'Leeds' contemporary arts' scene and welcoming atmosphere were just some of the factors that led to our decision to invest in the city,' says Nicola Ball, Brand Manager of anCnoc. 'We are really looking forward to extending our arts sponsorship programme in the city and we hope to establish ongoing partnerships with our selected venues and events. Leeds is already such a fantastic city, but we believe anCnoc will shake things up even more.'

anCnoc's ongoing sponsorship of the Scottish arts scene began in 2006 with The Arches in Glasgow, and now incorporates several of the country's best-known arts venues such as the Tron Theatre, The Tramway, The Traverse Theatre and The Fruitmarket Gallery.

Relaunched in 2003, anCnoc has a contemporary and distinctive identity, making it a natural partner for the arts. While it remains one of Scotland's finest single malts, it is also well

established as a whisky which is perfect for mixing. Together with LA Bartenders, anCnoc has created a series of mouthwatering “anCnoctails”, which those attending events in Leeds will be able to enjoy along with a traditional dram.

Darren Potter, Development Manager at the Leeds International Film Festival, said: *‘We’re thrilled to be involved with anCnoc and to have this exciting brand on board with us as the exclusive whisky for the 22nd Leeds International Film Festival is fantastic. We have a lot of high-class events scheduled for the festival and I’m sure that those attending will very much appreciate a complimentary dram or cocktail.’*

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.

Hints of lemon, the sweetness of honey and other very fine nuances, extracted from the malted barley, the local water, the fresh air and a combination of American bourbon, American sherry and Spanish sherry barrels, give anCnoc its distinctive flavour and make it a very valuable – “perfect to mix with” - malt.

If you would like more information anCnoc, please visit 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.

For media information, please contact Ines Kriehofer at Burt Greener Communications on 0141 248 6007 or email ines@burtgreener.co.uk

Notes to the Editor:

anCnoc is supporting the following events in Leeds:

The Carriageworks – www.carriageworks.co.uk:

- 18. September: Adoring Horation: God of War*
- 19. September: Desperately SeekingSomeone*
- 20. September: Midget Gems*
- 30. September: An Evening of Instability*
- 17-18. October: The Odd Couple*
- 31. October – 1. November: Script Night: Harvest Festival*
- 21. November: Tis a pity she's whore*

Project Space Leeds: www.projectspaceleeds.co.uk
TBC

Leeds Film Festival: www.leedsfilmfestival.org
4-16. November

The Dadi Awards: www.dadi.co.uk
31. October

The Northern Art Prize: www.nap.co.uk
20. November – Private View
15. January – Prize Giving

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

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 6th 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.