

SPEYSIDE, BY SPEYBURN.



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SPEYBURN

SPEYSIDE SINGLE MALT
SCOTCH WHISKY

Our founder, John Hopkins discovered a unique spot, in the heart of Speyside, ideal for making exceptionally smooth whisky. He discovered the Granty Burn an undisturbed stream with soft, high-quality water, secluded in a Spey valley; the perfect ground to establish his distillery. In 1897 Queen Victoria was celebrating the 60th year of her reign and Hopkins, never one to let a celebration go to waste, set himself a challenge; to build a distillery and craft a whisky in time to toast the Queen's Diamond Jubilee.



On the last night of the year, Hopkins and his team toiled through a storm of Arctic proportions to craft the first cask of Speyburn in time to toast the Queen's Jubilee. Determined that their first bottle would bear the year 1897 on its label, Hopkins and his men battled against the elements. After hours of hard work, and with the help of the heroic efforts of his distillery men, Hopkins finally triumphed and was rewarded with the first barrel of Speyburn whisky.

Fifteen years spent maturing in the finest American oak and Spanish oak casks, surrounded by fresh, fragrant air and rich woodland, this golden liquid has aged gently, nurtured by the soft, local elements. Then, without chill filtering or colouring, we bottle it, capturing the rich, vibrant essence of Speyside.

COLOUR Amber with gold highlights.

NOSE Dark chocolate, raisins, vanilla, orange, spicy.

TASTE This full-bodied and complex dram is bursting with notes of dark chocolate, vanilla, citrus fruits, raisins and spice. The creamy finish is warm and long-lasting.

A RICH, VIBRANT, SPEYSIDE DRAM

KEY BRAND FACTS

- Speyburn Distillery was founded in 1897 by John Hopkins, in a steep valley just outside the town of Rothes in the heart of the Speyside region.
- Speyburn is the only distillery to use the exceptionally clear and pure water from the Granty Burn, a tributary of the River Spey.
- A small, dedicated workforce combine their skills along with traditional production processes in the crafting of Speyburn.
- High quality air-dried casks are used for maturation.

OUR TARGET CONSUMER

Male aged 35+ looking to trading-up from a blend and move into the single malt category.

They are regular purchasers who are primarily value driven however not at the expense of quality.

SPEYBURN 15YO 6x750ml

Case Weight 19.4lbs	Bottles Per Case 6
UPC 632070101181	SKU CSP1510001
SSC 106320701011 57	RSP \$65
Case Size (inches) 12.6 x 7.0 x 13.0	



International Beverage USA,
Louisville, KY

www.speyburn.com

Speyburn encourages you to savour this fine single malt responsibly.