

# SPEYSIDE, BY SPEYBURN.



EST 1897  
**SPEYBURN**  
SPEYSIDE SINGLE MALT  
SCOTCH WHISKY  
**BRADAN**  
*Crach*

MATURED IN AMERICAN OAK CASKS

Matured exclusively in American oak ex-bourbon casks, Bradan Crach is light gold in colour with a

bright and vibrant flavor. This refreshing Single Malt is a treat to the natural wonder of Speyside.

*Bobby Anderson*

BOBBY ANDERSON  
DISTILLERY MANAGER

THE SPEYBURN DISTILLERY,  
ROTHES, MORAY AB18 7AG SCOTLAND

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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.

Bradan Orach, meaning 'Golden Salmon' in Gaelic, was named in honour of the world-class salmon fishing found in Speyside. Driven by powerful forces, this majestic creature journeys back year-on-year across cold Atlantic waters, up the River Spey, to the stream of its birth; that same water that drew our founder here. The Granty Burn.

From this pure source, our traditionally crafted whisky then quietly matures exclusively in hand-selected American oak ex-bourbon casks, absorbing Speyside's natural air and richness. Bradan Orach is light gold in colour with a bright and vibrant flavour. This refreshing Single Malt is a toast to the natural wonder of Speyside.

**COLOUR** Bright, golden amber.

**NOSE** Green apples, honey, lemon and vanilla.

**TASTE** Subtle with honey and vanilla, yet full bodied. Creamy and smooth with a long spicy finish. Energetic and appealing, this is the brightest member of the Speyburn range.

**SUBTLE, NATURALLY SWEET AND REFRESHING**

### 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.

### BRADAN ORACH 6x750ml

<b>Case Weight</b> 19.4lbs	<b>Bottles Per Case</b> 6
<b>UPC</b> 632070100085	<b>SKU</b> CSP0310050
<b>SSC</b> 106320701000 68	<b>RSP</b> \$25
<b>Case Size (inches)</b> 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.