

SPEYSIDE, BY SPEYBURN.





EST 1897

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.

To this day Speyburn remains the only distillery to draw its water from the Granty Burn, a major tributary of the River Spey. Matured for ten years in hand-selected American oak ex-bourbon and ex-sherry casks; the resulting whisky is as mellow as its surroundings. This award-winning dram is a deep, complex and well balanced single malt. A Single Malt born of Speyside's natural elements, embodying the rich, fresh sweetness of the region.

COLOUR Pale gold with amber highlights.

NOSE Fresh, clean with a hint of lemon.

TASTE Medium bodied with hints of toffee & butterscotch and a long, sweet finish. A global favourite, our 10 year old is ever the crowd-pleaser.

BOLD FLAVOURS AND A LONG, SMOOTH FINISH

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 10YO 6x750ml

Case Weight 19.4lbs	Bottles Per Case 6
UPC 632070100122	SKU CSP1010060
SSC 106320701001 05	RSP \$34.99
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.