

PORT ELLEN™

ESTABLISHED 1825

9 ROGUE CASKS



NINE STORIES. ONE MOMENTOUS MALT.



PORT ELLEN 9 ROGUE CASKS: 40 YEAR OLD ISLAY SINGLE MALT SCOTCH WHISKY

Some casks are born different. Here at Port Ellen we prize these 'rogue' casks. They are an inspiration for a distillery that has always followed its own heart, instead of the rules. When our master distiller discovered 9 of these casks from 1979 he saw an exciting opportunity to create something special.

- Discover the story behind the 9 individual casks and how they have been masterfully intertwined to create this special Port Ellen 40 year old liquid.
- Oldest Expression Yet – At 40 years old, this release is the oldest ever Port Ellen expression released to the public. Authentic in colour and cask strength, the liquid is as it.

TASTING NOTES

Nose Delicate, grassy/herbal, burnt tangerine skin, very mild smoke at cask strength, opens up a little with the addition of water, crème caramel/roasted coffee, red fruit compote, ripe peach skin.

Taste Much more pronounced bonfire smoke, pipe tobacco, leather, wood spice.

Finish Long, wispy smoke finish.

PORT ELLEN A CULT ICON

- Hugging the coastline on the revered isle of Islay off the west coast of Scotland, Port Ellen has achieved legendary status amongst connoisseurs in the know with whiskies that are among the most sought after, with the magic and mystique growing with age since the distillery's closure in 1983. Plans are now in place and work has started on rebuilding a brand new distillery to re-open in 2021.

GHOST DISTILLERY A PARCEL OF THE ORIGINAL STOCKS

- The stocks from Port Ellen before closure in 1983 are limited in quantity and highly revered by the whisky experts as they improve with age. Special releases of these stocks offer a unique opportunity to own a part of Port Ellen's history.
- There are only **1380 bottles** available of the 9 Rogue Casks release which makes it both the oldest and the most limited public release from the distillery.

*'There are only 1380 bottles available...
which makes it both the oldest and the most limited'*

CUSTOMER BENEFIT

- Capitalise on the growth of the prestige malts category and the growing consumer demand for high-aged, rare whiskies.
- Rarity – offer something very few others can – there are only 1,380 bottles released of this 40 year old liquid.
- Margin – very high cash-margin for retailers and wholesalers.

BARTENDER BENEFIT

- This is a showstopper – bring the incredible experience of something truly special to your customers that will impress them.
- An amazing liquid and historical story to engage and guide customers through.
- Trophy – this is something to display and be proud of holding on the bar.

CONSUMER BENEFIT

- Collectable – Port Ellen has become one of the most collectable and sought after Single Malt Scotch whiskies around.
- A limited chance to own the rarest release to date from Port Ellen.
- Gifting – For someone in the know, this would be a truly cherished gift.

KEY BENEFITS

Rare, Collectable, Unique

PRODUCT INFO

RRSP:
£6,500
(including UK Duty & Tax)

ABV:
50.9%

SKU format:
1 x 70cl

Number of bottles:
1380

CATEGORY CONTEXT

The Prestige Spirits category is worth \$1.8bn and growing steadily. Prestige Scotch is worth \$742m and growing extremely fast at an average of +17% over the period of 2014-2018, which is far ahead of the overall luxury goods category that is growing at +5%.

The Prestige Single Malt category is growing at +19% 4yr CAGR and Prestige Malts grew +41% from 2017-2018 alone. The category is experiencing unprecedented growth where consumers appetite and demand for rare and high-aged liquids is far outstripping the supply that distilleries are able to fulfil.