**anCnoc Single Malt Scotch Whisky** **adds European exclusive, Peatlands, to Peaty Collection**

Premium Single Malt Scotch Whisky brand anCnoc has introduced a brand new regional exclusive to its Peaty Collection – the dark but delicate Peatlands.

The limited edition liquid will launch exclusively in Scandinavia, Western and Eastern Europe from 7th August 2015 with just 1,070 cases.

Peatlands joins Tushkar, Rutter, Flaughter and Cutter in the award-winning collection, carrying the name of traditional peat cutting tools, bringing them into the spotlight as the unsung heroes. Like its sister expressions, it retains the signature dark smokiness but with a phenol content of 9PPM, Peatlands has a delicate and more gentle finish.

Flavour notes of the liquid, which is iridescent amber in colour, begin with sweet citrus, underpinned by spicy cloves and nutmeg on the nose. To taste, the Peatlands offers sticky and creamy toffee richness, embodied by a lasting wave of a warm and woody smokiness.

Matured for more than 10 years in American oak ex-bourbon barrels in the traditional dunnage warehouses at the enchanting Knockdhu distillery, Peatlands continues anCnoc’s mission to reinvigorate and bring a modern take to the world of peated whisky. This expression has been produced from the crystal clear highland spring water which runs through Knock Hill and forms the heart of every anCnoc distillate.

**anCnoc brand manager Stephanie Allison commented:** *“We’re excited to introduce Peatlands to the collection, which we’re confident will be a hit with both peat aficionados and drinkers of lighter malts who are interested in trying something different. It complements the existing collection with a similar depth and smokiness but its lighter finish makes it the perfect window to the world of smoky whisky for drinkers who previously chose the unpeated style.”*

Like all other anCnoc Peaty malts, Peatlands is packaged in green glass bottles very much in keeping with the look and feel of peaty whiskies, with contemporary designs depicting the rolling peatlands in the Scottish highlands. It joins the Peaty Collection at a price point of £52 for 70cl.

Peatlands will be available on shelf from Friday 7th August.

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**For further media information please contact:**

**Katie FitzPatrick / Tin Man Communications**

**020 3206 9972 / Katie@tinmancomms.com**

**Notes to Editors**

**About anCnoc Highland Single Malt Scotch Whisky**

anCnoc Highland Single Malt Scotch Whisky is produced at the Knockdhu Distillery which was established in 1894 and is one of the smallest and most enchanting in the Scottish Highlands. It’s renowned the world over by malt enthusiasts for producing a single malt that makes every day a special occasion.

The new peated collection from anCnoc aims to unravel the mysteries of peated whisky for modern drinkers, this new range from the Knockdhu Distillery features anCnoc’s classic light, easy-drinking style but with a dark, distinctive and smoky twist. The first four releases in the collection Rutter, Flaughter, Tushkar and Cutter were unveiled earlier this year.

**About International Beverage**

International Beverage Holdings ([www.interbevgroup.com](http://www.interbevgroup.com)) was established in 2005 as the international arm of ThaiBev, one of South East Asia’s leading alcohol beverage companies. With a network of regional offices in Asia, Europe and North America, the company is responsible for the production, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Inver House Distillers ([www.inverhouse.com](http://www.inverhouse.com)) is globally integrated into International Beverage Holdings and drives the distillation and maturation of Scotch through its five distilleries.

International Beverage brands include:

* Chang Beer: Thailand’s iconic beer brand
* Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
* Blended Whiskies: Hankey Bannister
* Mekhong: ‘The Spirit of Thailand’ since 1941
* Caorunn - a small batch distilled Scottish Gin infused with 5 Celtic botanicals

The company’s success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.