**MR. WHISKY-KNOW-IT-ALL?**
***One thing is to shine with your vast knowledge of whisky over friends and other easy 'victims', but if you want serious exposure and recognition of your extensive knowledge then you should run for Nordic Whisky Expert of the Year 2014.***

Whisky enthusiasm is not to be taken lightly and the golden dram has a growing number of supporters across countries. Enthusiasts, who sniff, gurgle and taste their way through dozens of glasses with whisky from small ‘cult’ distilleries in the most remote corners of the world – pored generously by equally dedicated manufacturers at one of the country's growing number of whisky fairs.

The amount of knowledge about the whereabouts of whisky is enormous. The guy – or girl - next door will promptly answer questions like: When was the distillery Glenturret founded, how many mice did the cat ‘Tower’ catch in his lifetime and what is ‘green malt’ by the way?

Is this kind of questions common sense to you? Then you should take up the challenge set by Highland Park and join their Whisky Expert of the Year 2014 competition - whisky aficionados from across Scandinavia competing in quirky knowledge of whisky. There are no coincidences and no raffles; you will be competing on good old-fashioned expert knowledge. The prize is the 'trip of a lifetime ' for two to the Orkneys as guests of Highland Park together with Martin Markvardsen which is the Senior Brand Ambassador at Highland Park, a distillery that is legendary among enthusiasts.

Enter the competition at ***nordicwhiskyexpert.com*** where you will be given a number of preliminary questions. Just try a few times, you get new questions each time, and note that the time you spend on each question influences on you score! The local Swedish expert will be found at the Linköping Whisky Expo on the 31st of January to 1st of February, and then it’s off to the windswept Orkney Islands north of Scotland, where the world's best spirits - namely Highland Park – is produced according to 'Spirit Journal'.

If you have any questions about the competition, please contact:

Martin Markvardsen, Senior Brand Ambassador, Highland Park Distillery

Martin.markvardsen@edrington.dk, +45 26 30 36 20