


BENROMACH

SPEYSIDE SINGLE MALT
SCOTCH WHISKY

TRADE PRESENTATION



THE BENROMACH STORY





We are a traditional Speyside distillery owned by a family of whisky-lovers intent on making single malt the right way with true character.

We keep things simple. A handful of distillers relying entirely on our expertise and senses to make the finest handmade whisky; Speyside single malt matured exclusively in first-fill casks, with a subtly smoky character. It takes just four ingredients – *barley, water, yeast and a human touch.*

All of our casks are hand-filled, individually weighed, stencilled by hand and stowed in our traditional dunnage warehouses. Why? Because at Benromach we believe making whisky by hand guarantees genuine character.

MADE BY HAND FOR GENUINE CHARACTER



Benromach is a traditional Speyside distillery owned by Gordon & MacPhail, the Elgin based Scotch whisky specialist. Established as a grocery business in 1895 in the heart of Scotland's Speyside region, Gordon & MacPhail is renowned for maturing and bottling some of the world's rarest single malt whiskies.

In the first year of trading, the founders, James Gordon and John MacPhail were joined by John Urquhart to assist with the whisky business. John became senior partner and sole owner in 1915 and in 1933, John's son, George, joined the business. Together father and son nurtured relationships with distillers throughout Scotland, filled new-make spirit into casks owned by Gordon & MacPhail and left them to mature, in many cases, for several decades.

MADE BY HAND FOR GENUINE CHARACTER



Over the years they gained a unique knowledge and experience of Scotch whisky and the importance of maturation.

Just as John had, George brought his children into the business and Rosemary, Ian, David and Michael - the third generation of the family - continued to build the company's knowledge and reputation for Scotch whisky around the world.

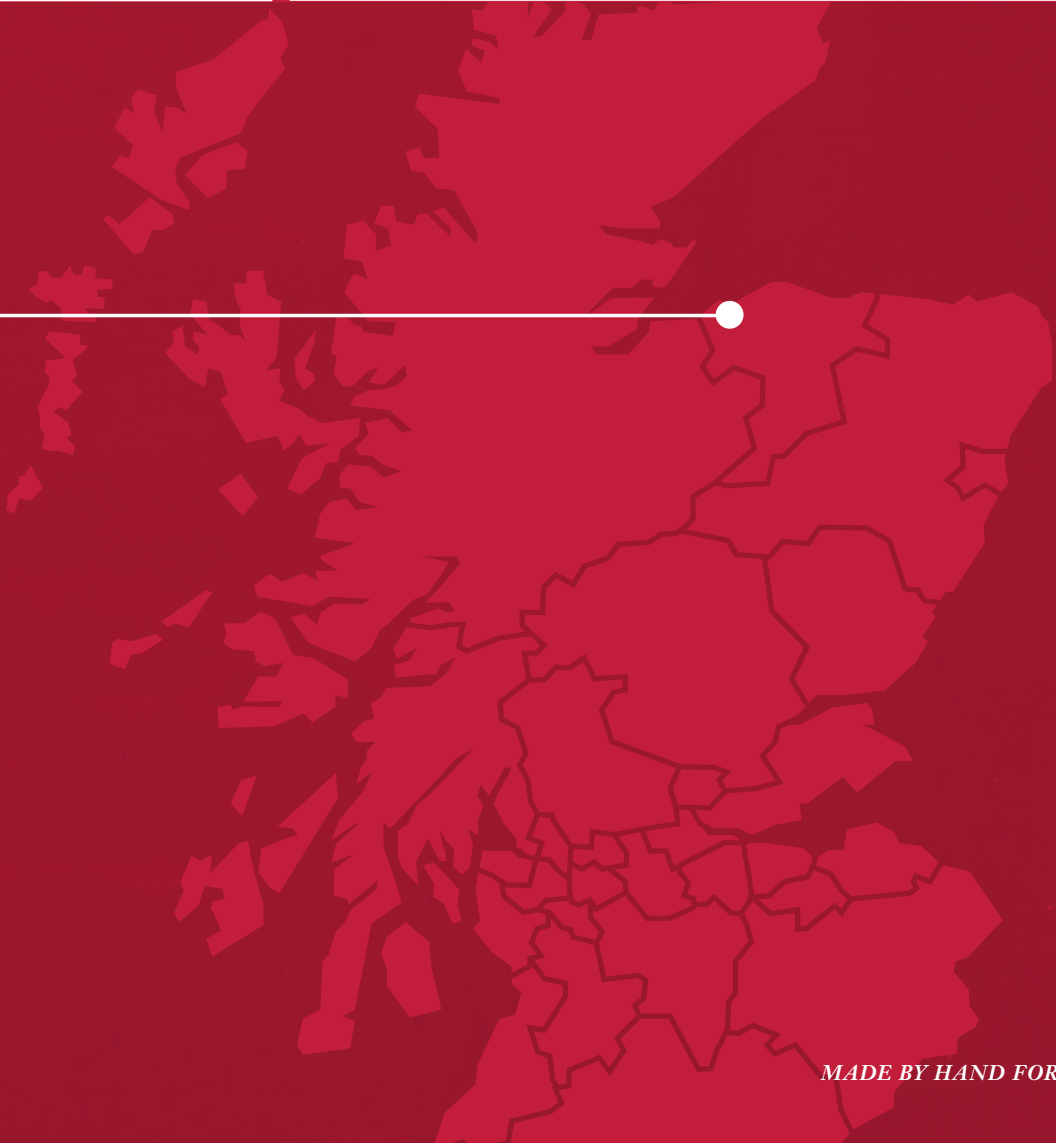


It was a long-standing ambition of the Urquhart family to own a distillery. This dream became a reality in 1993 with the purchase of Benromach on the outskirts of Forres. The vision for Benromach was simple: create a traditional, handcrafted single malt based on the character of Speyside whiskies from yesteryear. The unique experience of Scotch whisky, formed over many years, was invaluable in creating Benromach.

Today members of the fourth generation of the Urquhart family work tirelessly with colleagues to build a long-term sustainable business and a legacy for future generations to experience. This includes the company's second distillery near Grantown-on-Spey, which will commence distilling as the early 2020s unfold.

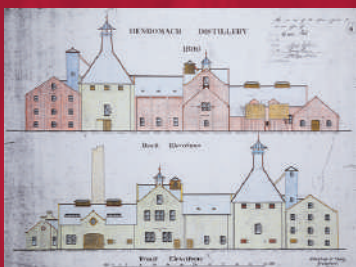
FORRES, SPEYSIDE

Benromach Distillery is located in the town of Forres, situated in the north of Scotland on the Moray coast, approximately 25 miles (40 km) northeast of Inverness and 12 miles (19 km) west of Elgin.



MADE BY HAND FOR GENUINE CHARACTER

HISTORY



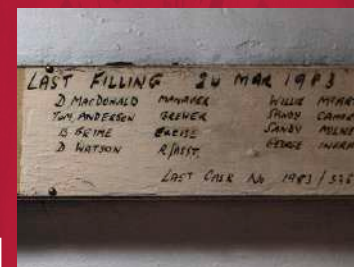
1898

The Benromach distillery is first established in Forres, Scotland by Duncan MacCallum and F.W. Brickmann.



1900

Whisky production commences.



1983

The last filling occurs on March 24th by manager, Donald MacDonald and the distillery officially closes its doors.

HISTORY



1993

Gordon and MacPhail purchases the Benromach Distillery and over the next few years, the distillery undergoes a process of restoration with new mash tun and stills installed.

1998

The distillery is officially reopened by HRH Charles, Prince of Wales and whisky production resumes.

Benromach Speyside Single Malt Scotch Whisky

Trade Presentation

OUR WHISKY



MADE BY HAND FOR GENUINE CHARACTER

LIQUID STYLE & CORE PRODUCTION

The Benromach style is the result of a commitment to traditional methods and a personal touch. It's the combination of a number of small differences that contribute to the development something special- full of flavour and character...

1. Locally sourced malted barley with a mid-level of peat
2. A long fermentation in wooden washbacks with two types of yeast
3. Two unique copper pot stills for a medium bodied spirit
4. Exclusively matured in high quality first fill casks

OUR CORE



MADE BY HAND FOR GENUINE CHARACTER

10 YEAR OLD

43% vol.

Only ever matured in the finest first-fill bourbon and sherry casks, our signature TEN YEAR OLD single malt delivers delicate forest fruits and creamy malt, a touch of smoke and rich, lasting sherry notes.



Colour: Golden Amber.

Aromas: Sweet green apple and pear complement creamy dark honey. Soft vanilla develops alongside gentle smoke.

Palate: Smooth flavours of malted cereal and stewed fruit combine with warm toffee and a hint of black cherry.

Finish: Full bodied finish with malted cereal persevering and lingering soft smoke.

Trade Presentation



MADE BY HAND FOR GENUINE CHARACTER

AGED 12 YEARS

57.8% vol.

Only ever matured in the finest oak casks, our TWELVE YEAR OLD single malt delivers black pepper, sherry-soaked fruit and chocolate with orange peel and a touch of smoke.

Aromas: *Sweet stewed red fruits initially, with fresh ginger and a hint of cocoa powder coming to the fore. Dark forest fruits develop with a hint of gentle smoke.*

Palate: *Smooth, creamy black pepper leads to blackcurrant and rich dark chocolate. An undertone of orange peel combines with soft smoke and a hint of red apple.*

Finish: *A medium-bodied finish with cocoa powder and gentle smoke.*



OUR PACKAGING

CAPSULE

Every core bottle of Benromach is sealed with the same red capsule, symbolising the iconic red chimney that has always looked over our distillery.

WOOD POLICY

We are proud of our first-fill cask policy and highlight this promise above each and every bottle.

GLASS

Our proprietary bottle has been designed to house our new label shape, with an arched 'eyebrow' giving the label a natural place to rest. Additionally, we have added the date of the distillery's founding, and a large typographic emboss on the reverse of the bottle for better grip.



LOGOTYPE

We took inspiration for our new logotype from painted signage that previously adorned the old pagoda roof of the distillery.

TELLING OUR STORY

On the front of each pack, we proudly tell the story of Benromach, and of how we handcraft each single malt. On the right, we provide a short overview of each single malt's tasting notes.

THE BENROMACH SEAL

To highlight the genuine, handmade care that goes into every Benromach single malt, our seal appears on all packs as a guarantee all are made in the same way; with Barley, Water, Yeast, and the expertise of our People.

VINTAGE 2009 CASK STRENGTH

BATCH 04 57.2% vol.

Matured in first-fill bourbon and sherry casks, our CASK STRENGTH single malt whisky delivers sweet sherry aromas, dark forest fruits and subtle chocolate with a palate of black pepper, red berries, zesty orange and soft smoke.



Colour: Dark Amber.

Aromas: Rich dark forest fruits are complemented by clove and cinnamon spice. Sweet raspberries develop accompanied by dark chocolate aromas.

Palate: Sherry soaked fruit and subtle smoke lead to a hint of zesty orange peel. Crisp apples notes develop alongside crisp apple and subtle cracked black pepper.

Finish: Full bodied and long finish with sweet smoke and red berries.

Trade Presentation



MADE BY HAND FOR GENUINE CHARACTER

15 YEAR OLD

43% vol.

Only ever matured in the highest quality first-fill bourbon and sherry casks, our FIFTEEN YEAR OLD single malt whisky gives cracked pepper, charred oak, apples, dark chocolate and forest fruits with rich sherry notes and a touch of smoke.



Colour: Dark Amber.

Aromas: Aromas of sweet toffee initially, leading to undertones of cracked black pepper and peat smoke. Rich forest fruits develop and complement dark chocolate and dried banana.

Palate: Creamy and sweet with ripe apples and an undertone of charred oak. Dark chocolate develops and leads to toasted oats and orange peel with a subtle hint of smoke.

Finish: Medium, creamy finish with lingering smoke and dried fruit.

Trade Presentation



MADE BY HAND FOR GENUINE CHARACTER

21 YEAR OLD

43% vol.

Matured in the finest hand-selected first-fill oak casks, our TWENTY ONE YEAR OLD single malt delivers sweet Sherry aromas. Subtle spice, Seville orange and raspberry follow with a soft smoky finish.

Aromas: Sweet Sherry aromas with underlying citrus, ginger and oak notes, accompanied by a touch of smoke.

Palate: Sweet initially with cracked black pepper; Seville orange and raspberry flavours lead to baked apple and subtle spice.

Finish: Charred oak and soft smoke.

Trade Presentation



MADE BY HAND FOR GENUINE CHARACTER

AWARDS

10 YEAR OLD



2018
WORLD WHISKIES
AWARDS
GOLD



'BEST 12YO AND UNDER'

2019
SPIRIT OF SPEYSIDE
WHISKY AWARDS



2020
SAN FRANCISCO WORLD
SPIRITS COMPETITION
GOLD



2020
INTERNATIONAL
SPIRITS CHALLENGE
GOLD



2020
THE SCOTCH
WHISKY MASTERS
GOLD

15 YEAR OLD



2018
WORLD WHISKIES
AWARDS
BEST SCOTCH
SPEYSIDE
SINGLE MALT



2018
SPIRITS SELECTION
BY CONCOURS MODIAL
DE BRUXELLES
GOLD



THE WHISKY
EXCHANGE WHISKY
OF THE YEAR
2020



2020
SAN FRANCISCO
WORLD SPIRITS
COMPETITION
DOUBLE GOLD



2020
INTERNATIONAL
SPIRITS CHALLENGE
SILVER



2020
THE SCOTCH
WHISKY MASTERS
GOLD

CSV



2020
IWSC
SILVER



2020
THE SCOTCH
WHISKY MASTERS
MASTER

MADE BY HAND FOR GENUINE CHARACTER

Benromach Speyside Single Malt Scotch Whisky

Trade Presentation

THE BENROMACH BRAND

MADE BY HAND FOR GENUINE CHARACTER