

ONE PAGE SUMMARY

BLACK BOTTLE ORIGINAL

- The original release from the Black Bottle range.
- Black Bottle's secret recipe is still inspired by the original one crafted by Gordon Graham, made with a high proportion of malts.
- Bottled at 40% ABV
- Natural Colour, Non-Chill Filtered

ROLE OF CAPTAIN'S CASK

FOR THE BRAND

- Build brand awareness & drive scale for the Black Bottle brand.
- Recruit Experience Seeker consumers to Black Bottle.

FOR THE CONSUMER

- An award-winning, bold & unconventional spirit.
- “The quality of a whisky depends on where it comes from and how it's made. The Black Bottle story/heritage intrigues and interests me”

FOR THE CUSTOMER

- Exciting new experience for consumption at home
- Recruit new experience-seeking consumers from other spirits categories



TASTING NOTES

- Colour: Rich Gold
- Nose: Blazing oak rips through fierce florals with sweet, spicy smoke and sizzling bacon.
- Palate: Rushing clouds of crips, dry woodsmoke with hidden layers of sea salt and honey.
- Finish: A sea salt and spice-blackened bonfire. Wood smoke and charred toffee linger.

COMPETITIVE SET

Jameson	40% ABV	£24
Jack Daniel's	40% ABV	£26
Smokehead (Single Malt)	43% ABV	£30+

TASTE
WOOD SMOKE
SEA SALT
HONEY