

ONE PAGE SUMMARY

EXPERIMENT #5 CAPTAIN'S CASK

- Limited Edition release from Black Bottle.
- Part of the Black Bottle Alchemy Series, offering a bold taste of the unusual and the exotic.
- Bottled at 46.3% ABV
- Natural Colour, Non-Chill Filtered

ROLE OF CAPTAIN'S CASK

FOR THE BRAND

- Build brand awareness and recruit new Experience Seeker consumers to Black Bottle Stretch Black Bottle into a more premium space via limited edition expression

FOR THE CONSUMER

- A small, batch expression for those seeking a new whisky experience
- “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: Deep Gold
- Nose: An initial burst of tropical fruit, predominantly fresh pineapple roasted in demerara sugar, with notes of coconut, vanilla, toasted malt and a gentle wave of smoke.
- Palate: Passionfruit and papaya are intertwined with smoky notes of charred oak, salted caramel and chocolate covered hazelnuts, with hints of coffee and a layer of ripe pineapple.
- Finish: Lingering notes of toffee and cracked black pepper.

COMPETITIVE SET

Jamesons Caskmates Fourpour	40% ABV	£26
Glenfiddich Fire & Cane	43% ABV	£43
Douglas Laing's Big Peat	46% ABV	£43
Compass Box (various)	46% ABV	£39 +
Smokehead	40% ABV	£30+