

ONE PAGE SUMMARY

Inspired by the founder of Tobermory Distillery, John Sinclair, the Sinclair Series celebrates our heritage and our creative approach to distilling.

This first expression from the series sees our smoky Ledaig signature expression finished in hand selected Rioja casks in honour of the Spanish treasure buried deep off our shoreline.

Made with heavily peated barley before being matured in ex-bourbon casks, and finished in hand-selected Spanish Rioja casks, this single malt contains powerful flavours of smoke, spice, grape and sweet berries, with a lingering saltiness.

ROLE OF THE SINCLAIR SERIES

For the brand:

- To enable the brand to tell its colourful story to a new consumer group and create halo effect on the wider product portfolio
- To recruit new consumers (experience seekers) to the Tobermory distillery brand

For the customer:

- Recruit new consumers into high margin, single malt category
- Drive trade up to a higher margin category (from blends)
- Drive consumption by tapping into new everyday indulgence

For the consumer

- Enables first foray into (peated) single malts, a category which is highly desirable
- Credibility and challenge of a peated single malt with a smoky yet sweet taste
- Everyday whisky for those in the know



KEY SELLING MESSAGES

1. Matured in hand-selected Rioja casks
2. Smoky yet sweet
3. Inspired by our founder, John Sinclair
4. Brought to you from an award-winning distillery of artisan distillers, creators of diverse and colourful spirits

TASTING NOTES

Colour: Ruby red

Nose: Notes of Turkish delight and rose petals balanced with candied fruits and grapes followed by rich leather and a beautiful peppery spice. A hint of chocolate comes through at the back.

Palate: Creamy mouthfeel packed full of almonds, barley and sweet malt with notes of peppery Ledaig, which give way to black raspberries, sweet vanilla and cocoa interspersed with cinnamon spice and hints of freshly cut grass.

Finish: Lingering smoky finish with red fruit and sea spray.

PRODUCT & LAUNCH DETAILS

- Target Shipment Date: 16.10.2020
- Case Size: 6x70cl (secondary packaging)
- 46.3% ABV
- RRSP £36 (on par with Stiùireadair)