



ABERLOUR

THE MOST DESIRED ARTISANAL SINGLE MALT FROM SPEYSIDE

The Aberlour distillery was founded in the 19th century by local business man and barley farmer, James Fleming, who set out to fulfil a lifelong dream to create the most refined Speyside malt whisky. James Fleming secured the site of St Drostan's Well to make his precious whisky, securing forever the nearby source of pure spring water that a century later is still key to making the Aberlour whisky.

Aberlour takes its name from the village where it stands and its ingredients from the local area to create a range of single malt whiskies with layers of complexity and velvety richness. Aberlour means 'the mouth of the chattering burn' in Gaelic and the constant chatter of the river can be heard as it cascades down over mossy waterfalls, wooded glens and past the distillery as it joins the Spey at Aberlour.

ABERLOUR'S CORE RANGE

Every drop of Aberlour whisky is produced using barley sourced within a 15 mile radius of the distillery in the flowing fields of Speyside. Not a drop of the precious water that is used to create Aberlour is wasted. Only the required amount for each batch of whisky production is drawn off from the springs and is untreated. It is a gift from nature, pure and simple.

Aberlour 12 Year Old, Double Cask Matured



The 12 year-old expression is a fine example of how the distinctively crisp, citrus character of Aberlour's raw spirit is deftly softened by double cask maturation. Traditional oak and seasoned Sherry butts are both used to great effect, as the mellowed spirits within are combined to deliver a subtly balanced flavour.

Aberlour 16 Year Old, Double Cask Matured



The 16 year-old has the depth and complexity that comes from being matured for 16 years in a combination of first fill oak Bourbon casks and the finest Sherry butts, this expression's warm fruity notes are enriched by an engagingly spicy sweetness.

Aberlour A'Bunadh



Each batch of Aberlour A'bunadh is carefully made by hand, to create a unique cask strength whisky that has achieved cult status among whisky connoisseurs. Meaning 'the original' in Gaelic, A'bunadh is made in homage to Aberlour's founder, James Fleming, using only traditional methods without chill filtration or other modern processes.

Aberlour 18 Year Old



Greater age adds body and a rich raisin character to Aberlour's characteristic depth and spiciness. Double cask matured in the highest quality casks, it develops deep Bourbon and Oloroso Sherry flavours, making it the richest and most indulgent Aberlour expression.

Aberlour 12 Year Old, Sherry Cask Matured (available exclusively through travel retail)



A unique expression within the Aberlour range, aged in fresh Oloroso Sherry butts, some of the most precious and expensive in use for maturing single malts. Every year the finest casks are hand-picked in southern Spain and brought back to Aberlour to create the finest whisky.

KEY CAMPAIGNS

Aberlour's long legacy is at the heart of a new global campaign which heroes the Fleming family motto, 'Let the deed show.' Rather than boasting about the distinctive qualities of the Aberlour single malt from his fine new distillery, Fleming remained true to his family motto: "Let the deed show." The proof was in the drinking and to this day Aberlour speaks for itself.

The new campaign will feature a series of deeds that together make Aberlour what it is today. The deeds and the people surrounding them will be brought to life using an artisanal illustrative technique gleaned from books of storytelling in the 1900's.



RECENT AWARDS

- **Aberlour A'bunadh** – Master – Single Malt Speyside No Age Statement – The Scotch Whisky Masters 2017.
- **Aberlour 12 Year Old DCM** – Gold – Single Malt Speyside Aged up to 12 Year Old – The Scotch Whisky Masters 2017.
- **Aberlour 12 Year Old DCM** – Gold – Single Malt Speyside Aged 10-12 Year Old – International Wine and Spirits Competition 2017.

COMMERCIAL PERFORMANCE

- Aberlour is the No.2 Single Malt in Europe and the No.1 Single Malt in France.
- Aberlour sold 320,000 9L cases in year ending June 2017.