

# A CONTEMPORARY SCOTCH WHISKY THAT STAYS TRUE TO ITS PROUD HERITAGE

Ballantine's rich history can be traced back to 1827 and continues to be honoured today. The brand's founder, George Ballantine, believed that every individual should explore their own path and be true to their beliefs.

A passion for Scotch whisky and an unwavering vision saw George go on to expand his business and by the 1880s George Ballantine & Sons were exporting their whiskies to the four corners of the world. 190 years later and every drop of Ballantine's has stayed true to the blend's original smooth creamy taste.

With more than 30 years' experience, Sandy Hyslop is the current Chivas Brothers' Director of Blending. He is responsible for the Ballantine's blends enjoyed today and oversees the ageing of the whiskies that will be used for generations of Master Blenders to come.

## BALLANTINE'S CORE RANGE

The Ballantine's Core portfolio includes Ballantine's Finest, Ballantine's 12 Year Old, Hard Fired and Brasil.



### BALLANTINE'S FINEST

Created in 1910, Ballantine's Finest is a vibrant and contemporary whisky that is well balanced with notes of citrus and vanilla, and has a gentle floral finish. It's versatile and approachable taste profile makes it ideal for new whisky drinkers to explore the world of Scotch whisky.



### BALLANTINE'S 12 YEAR OLD

Offers one of the most balanced, smooth and creamy blends at this age statement. The use of American White Oak casks in the ageing process for Ballantine's 12 Year Old imparts notes of creamy vanilla and honey, adding mellowness and complexity to the whisky.



### BALLANTINE'S HARD FIRED

An innovative expression crafted from casks that have been charred for a second time – a process known as 'hard firing' – before being filled with a bespoke blend of Ballantine's whisky. The signature hard firing of the barrels unlocks vanilla notes, hints of smoke and spice and provides a distinctive smoothness, resulting in a uniquely balanced whisky with character.



### BALLANTINE'S BRASIL

Ballantine's Brasil is Scotch whisky infused with Brazilian lime peel. The spirit offers a delicate combination of stimulating citrus, perfectly complemented with a smooth touch of vanilla. Combined with lemonade or other mixers, Ballantine's Brasil it makes a delicious refreshing long drink.

## BALLANTINE'S PRESTIGE RANGE

The Ballantine's Prestige range includes Ballantine's 17 Year Old, 21 Year Old, 30 Year Old, 40 Year Old and Limited Edition.



### BALLANTINE'S SINGLE MALTS

The Single Malt series, encompasses three signature malts all aged 15 years old, that form the heart of Ballantine's whisky. Ballantine's Glenburgie forms the heart of Ballantine's whisky character, Ballantine's Miltonduff is the foundation and Ballantine's Glentauchers delivers the smooth and delicate lingering finish of Ballantine's.



### BALLANTINE'S 17 YEAR OLD

Ballantine's 17 Year Old has a fruity and harmonious taste profile that subtly conveys notes of oak for an extra depth of flavour and character. It's the perfect expression of distillery influence revered by whisky connoisseurs.



### BALLANTINE'S 21 YEAR OLD

A rich and intense Scotch whisky, blended with a high proportion of whiskies matured in European oak that provide a spicier and richer fruity finish.



### BALLANTINE'S 30 YEAR OLD

Conveys a perfect balance of the character of the Glenburgie distillery and the influence of cask ageing and includes rare whiskies from distilleries that are no longer in existence.



### BALLANTINE'S 40 YEAR OLD

A whisky of great depth and complexity that presents luxurious notes of rich toffee and sweet soft red apple. Created with priceless whiskies aged over many generations of Master Blenders, this ultra-prestige whisky truly reflects George Ballantine's spirit of dedication to the art of blending.



### BALLANTINE'S LIMITED EDITION

Limited is a very special blend of Ballantine's rarest and most valuable malt and grain whiskies. The expression presents a creamy soft and smooth taste profile characterised by ripe pear and peach and was awarded with a Master medal at The Asian Spirits Masters 2016.

## KEY CAMPAIGNS

Ballantine's is recruiting a new generation of whisky drinkers and breaking the old Scotch whisky boundaries through innovation and digital activations that puts consumers at the heart.



### STAY TRUE

Stay True is the heart of Ballantine's – it underpins everything we do. It's an invitation for consumers get to know themselves and have the confidence to stand by it, exploring new experiences that challenge them as individuals to build up their self-belief. Ballantine's recent collaboration with Latin Grammy Award sensation Residente in Chile, for example, aims to empower the next generation of artists as well as fans to stay true to what they believe in, even if critics don't initially agree.



### TRUE MUSIC

True Music is a major, global campaign that supports and celebrates pioneering music artists who do it 'their way'. In partnership with Boiler Room, True Music can to-date boast more than 160 artist collaborations across 23 events seen by more than 67 million people worldwide.



### TRUE MUSIC SERIES

The True Music Series gives uncompromising artists a unique platform to share and visualise music, transforming the sleeves of Ballantine's Finest and 12 Year Old into works of art.



### TRUE MUSIC AFRICA

Boiler Room x Ballantine's has taken its global True Music platform to Africa – a continent where musicians are often original self-starters, sharing a hustle mentality to create the music they are passionate about. The tour will visit four cities across the continent: Cape Town, Douala, Nairobi and Johannesburg to showcase the most exciting underground artists who live and breathe the entrepreneurial spirit.



### TRUE MUSIC FORUM

The Boiler Room x Ballantine's True Music Forum aims to inspire and engage the next generation of True Music artists through an afternoon of panels, workshops and talks from the industry's best. It's to-date been hosted in Madrid and Warsaw and will in the coming months visit Johannesburg and Valencia.



### HOW YOU LIKE

Putting aside the rules and conventions associated with whisky, Ballantine's encourages all fans to stay true to your own taste and enjoy its products 'How you Like'.

## COMMERCIAL PERFORMANCE

- Ballantine's is:
  - » The No.1 Scotch whisky in Europe.
  - » The No.2 Scotch whisky in the world.
  - » The No.2 Ultra-premium and prestige blended Scotch whisky in Global Travel Retail.
  - » The No.1 contributor to the growth of the Scotch category.
  - » Ballantine's sold 6.7 million 9L cases in the year ending June 2017

## RECENT AWARDS

- **Ballantine's Hard Fired – Gold** – Scotch Deluxe No Age Stated – International Wine and Spirits Competition 2017.
- **Ballantine's 30 Year Old – Master** – Aged Blends up to and including 30 Year Old – The Asian Spirits Masters 2017.
- **Ballantine's 12 Year Old – Gold** – Blended Aged up to 12 Year Old – The Scotch Whisky Masters 2017.