



# ROYAL SALUTE

## An extraordinary Scotch whisky that starts where others end

Royal Salute was created in 1953 in tribute to the British crown by the successful entrepreneur, Sam Bronfman who selected some of the rarest Scotch whiskies in the world.

The first bottles were produced to celebrate the coronation of Her Majesty Queen Elizabeth II and the name takes inspiration from the 21 Gun Salute – a traditional sign of respect at special Royal occasions. Sam Bronfman did not create Royal Salute to be ordinary, he wanted it to be an extraordinary Scotch Whisky, fit for a queen.

This legacy lives on today as Royal Salute continues to celebrate the extraordinary through momentous whiskies and the occasions that honour them. Sandy Hyslop, Director of Blending at Chivas Brothers, curates the Royal Salute range by selecting rare and mature malt and grain whiskies to create a rich and round luxurious taste.

The home of Royal Salute is the remote Strathisla Distillery in Scotland, which is the oldest working distillery in the Highlands with an impressive legacy and one of the finest aged whisky collections in Scotland.

### Royal Salute Core Range



#### ROYAL SALUTE 21 YEAR OLD

Celebrates the tradition of the 21-gun salute, which takes place to celebrate special state and royal occasions.



#### ROYAL SALUTE THE ETERNAL RESERVE

Is a timeless whisky with infinite taste crafted with an innovative Circular Blending™ production process that ensures an unparalleled whisky lineage is preserved in every bottle.



#### ROYAL SALUTE THE DIAMOND TRIBUTE

Launched in 2013 to mark the 60th anniversary of the creation of Royal Salute – and the coronation of HM Queen Elizabeth II.



#### ROYAL SALUTE 32 YEAR OLD UNION OF THE CROWNS

The latest permanent expression to the Royal Salute range, an exquisite blend that unites precious single malt and grain whiskies aged for a minimum of 32 years.



#### ROYAL SALUTE 38 YEAR OLD STONE OF DESTINY

Takes its name from the legendary stone used over centuries at the enthroning ceremonies of the ancient Scottish Kings and Queens, owning this bottle, unlocks the ability to have access to the Royal Salute Vault at Strathisla.



#### ROYAL SALUTE 62 GUN SALUTE

Celebrates time honoured traditions such as the 62 Gun Salute, which is the highest ceremonial honour in the British tradition reserved for the most important Royal anniversaries.

### Limited editions:



#### ROYAL SALUTE THE AGE COLLECTION

An exclusive series of ten distinctive blends, aged between 21 and 30 years.



#### ROYAL SALUTE THE FLASK EDITION

A bespoke collector's item offering whisky connoisseurs a luxurious way to enjoy Royal Salute on the go, housing a precious, rich and silky 30 year-old liquid.



#### ROYAL SALUTE 21 YEAR OLD POLO LIMITED EDITION

A more delicate blend, designed to be enjoyed during the day and as an accompaniment to sophisticated sporting and outdoor occasions such as polo. The liquid is housed in Royal Salute's signature porcelain flagon, is endorsed by Royal Salute World Polo Ambassador Malcolm Borwick and is the ultimate celebration of the Sport of Kings from the 'King of Whisky'.



#### ROYAL SALUTE REGENT'S BANQUET GIFT PACK

The second in a series of annual festive limited editions, the Regent's Banquet gift pack houses Royal Salute 21 Year Old and through its exquisite design, pays homage to the extraordinary Regent's Banquet of 1817, a momentous Royal event held in the Brighton Pavilions in the UK.

### Key Campaigns

Royal Salute is the 'King of Whisky' crafted to mark, celebrate and share momentous occasions.



#### ROYAL SALUTE AND POLO

Royal Salute is the whisky of polo and supports tournaments across all four continents. It supports some of the most prestigious polo events around the world including British Polo Day, The Sentebale Polo Cup, and Coronation Cup. Polo is the Sport of Kings and a noble game of honour, skill, integrity and respect – all values inherent in Royal Salute, the "King of Whisky".



#### KING OF GIFTING

Royal Salute was originally created as a gift for the Coronation of Queen Elizabeth II and gifting has always remained at the heart of the brand. With limited editions released annually to celebrate key festive periods including Mid-Autumn Festival, Christmas and Chinese New Year as well as year-round gifting options, the 'King of Whisky' has the ultimate gift for every occasion.



#### ROYAL SALUTE AND HISTORIC ROYAL PALACES

Royal Salute sponsors Historic Royal Palaces, a charity created to preserve and protect great British Palaces and keep their story alive for generations to come. Royal Salute was created to celebrate royalty and through the sponsorship of Historic Royal Palaces, hopes to preserve the legacy and splendour of the crown.

### Commercial Performance

- Royal Salute is No.2 in the Prestige Blended Scotch category.
- Royal Salute sold 178,000 9L cases in the year ending June 2017.

### Recent Awards

- Royal Salute 21 Year Old – Gold – Scotch Whisky Blended Super Premium – The Luxury Masters 2017.
- Royal Salute 21 Year Old – Winner – Blended Scotch 19-25 Year Old – Jim Murray's Whisky Bible 2017.
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