

PENNDEERYN

PRESS PACK AUGUST 2017

ABOUT PENDERYN SINGLE MALT WHISKY

Penderyn Single Malt Whisky was launched on 1 March 2004, a date which signalled the return of whisky distillation to Wales after an absence of more than 100 years. The distillery was officially opened by HRH, Prince Charles.

Penderyn is made at the Penderyn Distillery which is located on the southern reaches of the Brecon Beacons.

The whisky is distilled in a specially-commissioned unique whisky still producing a flavourful spirit at 92% abv which is married with fresh spring water drawn from directly beneath the distillery.

We have two of these stills, as well as a pair of 'lantern' stills after a major expansion in 2013-2014.

Our pure water source is replenished by rain water that flows through the soil and filters through to near-surface rocks within the Brecon Beacons National Park.

The spirit is then matured in ex-bourbon barrels and finished in rare Madeira barriques to produce our house-style Madeira-finish whisky that, even at 46% ABV, is light and fresh in style.

We also produce award-winning Peated, Sherrywood, Rich Oak, 'Bourbon' and Portwood single malts, as well as a range of premium spirits.

This independently-owned distillery employs a dedicated team of craftsmen and professionals who produce whiskies and other spirits which are distributed world-wide.

In June 2016, it was announced that a second Penderyn Distillery was being planned for the historic Copperworks site in Swansea. A further distillery is being discussed for North Wales.

PENDERYN DISTRIBUTION

In the UK, Penderyn is available from multiples and fine wine and spirit merchants across the UK; and online from www.penderynstore.com, and other major online retailers. Half bottles, miniatures, gift packs and accessories are also available.

Penderyn is also widely distributed in across the globe, including new markets in Canada, Russia and China.



HOW PENDERYN IS MADE

SPIRIT

Penderyn whisky is distilled from a high quality malted barley wash which we produce on site. The new whisky spirit is produced from this barley wash on a specially commissioned unique whisky still, designed by a team led by engineer Dr David Faraday, a relative of the great Victorian scientist, Michael Faraday.

This unique still produces a high quality and flavourful whisky spirit at up to 92% alcohol by volume. As of 2014 we have two such stills, and a pair of lantern stills.

WATER

The whisky spirit is married with spring water drawn from directly beneath the distillery. The distillery lies within the bounds of the Fforest Fawr National Geopark, one of only 53 Geoparks across the globe - areas designated by UNESCO as exhibiting, 'geological heritage of great significance'.

AGEING

Initial ageing is in ex-bourbon oak casks, sourced from the best Tennessee and Kentucky distilleries. Most casks come from Buffalo Trace, widely recognised as one of the finest bourbons in the world and respected for using some of the best casks in the industry. Evan Williams' casks are also used, which are of outstanding quality and bring great provenance as Williams (a Welshman) was one of the founders of the American Bourbon industry.

The master distiller noses and scores each individual cask over many years. At precisely the right time, the whisky is disgorged and re-casked into ex-Madeira barriques. Penderyn has a special relationship with one of the finest cooperages, which only supplies the very best Madeira houses. We also use Peated, Sherrywood, Red Wine and Portwood casks.

Slowly, the spirit will leach the Madeira from the oak, gaining increased subtlety and complexity. It is only when this process is complete that our distillers allow the spirit to be bottled.

BRANDING

The design of the bottles and branding was given precise attention. Glenn Tutssel, an eminent alcohol branding designer who has looked after several household names, heads up the design team. Our 46% abv range incorporates the Welsh Gold theme with a contemporary approach to bottle design: the labelling and casing are transparent, whilst most other malt whiskies have paper labels and/or solid cardboard or metal cases.

In 2015 we launched a new range of 41% abv single malts, featuring a specially commissioned new illustration of the classic Welsh dragon. This nod towards a classic Welsh icon was in response to some of our international trade partners who were aware of Wales' national flag.

PENDERYN MADEIRA FINISH – OUR ‘HOUSE’ STYLE

‘The original Penderyn has been aged in ex-bourbon barrels and finished in ex-Madeira wine casks to bring out its full golden character. At a generous 46% ABV, it has a classic freshness with aromas of cream toffee, rich fruit and raisins. The palate is crisp and finely rounded, with the sweetness to balance an appetising dryness. Notes of tropical fruit, raisins and vanilla persist in the finish. The unique distillation process produces a single malt whisky that is supremely smooth, light in character, softly golden in colour and does not require chill filtering.’

Dr Jim Swan

‘A dark, baritone undercurrent to this one: the mushy fruit occasionally flies off on a high one but elsewhere there is more persistent deep murmur of beautifully fused grape and cocoa. Exactly the same on delivery: not often outside fresh oloroso that the evident fruit offers such deep base; the odd sparkier high notes carrying both grape and vanilla with aplomb. The middle ground fills in beautifully, shaped by soft oils and embracing the lightest of praline chocolate wafers; no high notes at all here: a long, persistent rumble of fruit and praline with a spot-on degree of sweetness.

A creaseless experience, a gentle massaging of the taste buds... The light cocoa infusion just tops this off perfectly. A truly classic Penderyn; more charm than Tom Jones, hitting just as many pure notes... and just a fraction of his age.’

Jim Murray’s Whisky Bible
(Madeira Finish: various expressions)

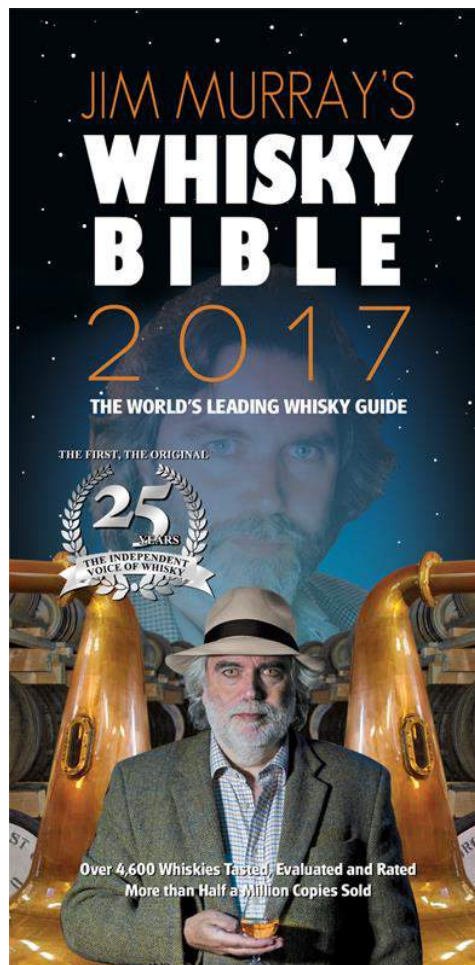
A selection of percentages from Jim Murray's Whisky Bible

2017 Edition

Penderyn Port Wood Single Cask 96.5
Penderyn Single Cask PT9
Penderyn Bourbon Matured Single Cask 96
Penderyn Myth 95
Penderyn Madeira 95

2016 Edition

Penderyn Swansea City Edition 96.5
Penderyn Portwood 95.5
Penderyn Sherrywood Limited Edition 95
Penderyn Peated 95





A selection of quotes from Jim Murray of Whisky Bible fame (pictured on the right, with HRH Prince Charles & Dr Jim Swan at the Distillery).

'One of the world's great whiskies.'

'If all the world's whiskies were this good I'd never be able to get even close to finishing the Bible'

'Absolutely staggering arrival on the palate'

'Stunning absolutely world-class malt'

'Almost the stuff of erotic dreams'

'This is so good it's frightening'

'What's Welsh for a 'juicy beast'?''

'Perfectly, wonderfully and uniquely Welsh'

And regarding our Port Wood Single Cask in 2016's edition –

'If I find a better single cask than this for the 2016 Bible, it will be of the proportions of a Cecil B DeMille epic.'

Awards

2017 World Whisky Masters	European Single Malt – Myth	Gold
2017 World Whisky Masters	European Single Malt – Sherrywood	Gold
2017 World Whisky Masters	European Single Malt – Rich Oak	Gold
2017 ISW International Spirits Competition	Premium - Sherrywood	Gold
2017 ISW International Spirits Competition	Super Premium - Rich Oak	Gold
2016 World Whisky Masters	European Single Malt – Celt	Gold
2016 World Whisky Masters	European Single Premium – Portwood	Gold
2016 IWS Competition	Worldwide Whisky <i>No Age Statement</i> - Celt	Silver
2015 Spirits Business Whisky Masters	European Single Malt Premium - Myth	Gold
2015 Spirits Business Whisky Masters	European Single Malt Premium - Legend	Gold
2015 Ultimate Spirits Challenge Whisky World	Chairman’s Trophy	95/100
2014 IWS Competition	Best Cask Finished Whisky	Gold
2014 San Francisco World Spirits Competition	Single Malt Whisky	Silver
2014 The Whiskies of the World Masters	European Single Malt Premium	Silver
2014 IWS Competition Worldwide Whisky	No Age Statement	Silver
2013 IWS Competition	Worldwide Whisky <i>No Age Statement</i>	Silver
2013 International Spirits Challenge	World Whiskies	Silver
2013 International Whisky Competition	Best World Whisky	Gold
2013 San Francisco World Spirits Competition	Other Whisky	Silver
2013 Ultimate Spirits Challenge Whisky World	Very Good/Strong Recommendation	85/100
2012 IWS Competition	World Whisky	Silver
2012 International Whisky Competition	Best World Whisky	Gold

Awards pre-2012 not included



PENDERYN LEGEND

Legend is a Madeira-finish single malt whisky, bottled at 41% abv.



04/17

Tasting Notes

Nose: Aromas of fresh apples and citrus fruits intermingle with cream fudge and sultana raisins to create a complex yet fresh, clean and well-balanced whisky.

Palate: Incredibly smooth and both fresh and rich dried fruits abound. Delicate and sweet on the palate with just a hint of bitterness to remain refreshing.

Finish: A long aftertaste of Madeira cake and sultanas.

The Red Dragon is the national flag of Wales and the Royal Welsh badge bears the motto, 'Y ddraig goch ddyry cychwyn', which translates as 'The red dragon inspires action.' It features in ancient Welsh tales and was the battle standard of legendary Welsh princes. Welshman Henry Tudor took the flag to Bosworth, where, in 1485, he became the last king of England to be crowned on the battlefield.

2015 Global World Whisky Masters – Gold

PENDERYN MYTH

Myth is a single malt whisky matured in a range of specially selected ex-red wine and ex-bourbon casks, bottled at 41% abv.



04/17

Tasting Notes

Nose: Fresh and lively, Myth has mixed citrus fruits mingling with apple, pear drops and the merest hint of tropical fruits and the merest hint of tropical fruits.

Palate: Sweetness dominates then moves over to allow some refreshing bitterness to emerge while the mixed fruits continue to dominate the flavour.

Finish: Gradually all the flavours ebb away to leave memories of a lively and light style of whisky that is easy to drink.

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2017 Spirits Business World Whisky Masters – Gold

2015 Global World Whisky Masters – Gold

PENDERYN CELT

Celt is a single malt whisky finished in ex-peated quarter casks, bottled at 41% abv.



04/17

Tasting Notes

Nose: Mild aromas of peat smoke, early morning at the rocky seaside and warm marmalade on toast all compete for our attention.

Palate: It begins with great sweetness before the smoky, slightly medicinal flavours descend.

Finish: Slight bitterness follows that leaves a long and lingering freshness in the mouth.

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2016 Whisky Masters 'Europe Single Malt Premium Whiskies' – Gold

THE DRAGON RANGE

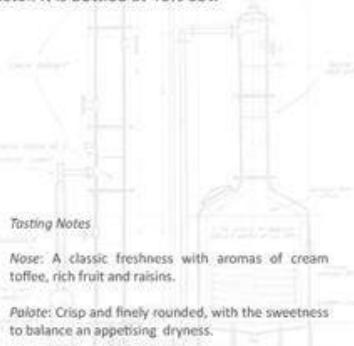
THE GOLD RANGE

PENDERYN MADEIRA

This whisky is the original Penderyn 'house style', aged in ex-bourbon barrels and finished in ex-Madeira wine casks to bring out its golden character. It is bottled at 46% abv.



04/17



Tasting Notes

Nose: A classic freshness with aromas of cream toffee, rich fruit and raisins.

Palate: Crisp and finely rounded, with the sweetness to balance an appetising dryness.

Finish: Notes of tropical fruit, raisins and vanilla persist.

Welsh Gold is extremely rare, pure and precious and was worn by legendary Welsh princes. Our Gold Collection reflects those qualities.

2017 Spirits Business World Whisky Masters – Gold

2015 Ultimate Spirits Challenge Whisky World 95/100 Chairman's Trophy

PENDERYN PEATED

This whisky has a delicate spirit with a medium peaty character and a light golden tone. It is bottled at 46% abv.



04/17

Tasting Notes

Nose: It introduces itself with sweet, aromatic smoke. Under this, there are signature notes of vanilla, green apple and refreshing citrus.

Palate: An array of gentle flavours tempts even the most sophisticated palate.

Finish: Smoke and vanilla linger on the attractive medium-length finish.

Welsh Gold is extremely rare, pure and precious and was worn by legendary Welsh princes. Our Gold Collection reflects those qualities.

PENDERYN PORTWOOD

This Portwood-finish single malt whisky is a firm favourite and full of flavour. It is bottled at 46% abv.



04/17



Tasting Notes

Nose: Aromas of rich dried fruits with dark chocolate and cranberries; a hint of toasty oak mingles with a baked nutty dryness.

Palate: A creamy richness with some honey and spiced notes emerging.

Finish: Smooth with a soft oak and honey sweetness lingering gently on the tongue.

Welsh Gold is extremely rare, pure and precious and was worn by legendary Welsh princes. Our Gold Collection reflects those qualities.

2016 World Whisky Masters 'Europe Single Malt Premium' – Gold

PENDERYN SHERRYWOOD

This whisky has the classic Penderyn style enhanced by rich tones of dry Oloroso sherry casks. It is bottled at 46% abv.



04/17

Tasting Notes

Nose: Dark fruit and caramel intermingling with green apples, hazelnuts and hints of sugared almonds.

Palate: The sweetness persists leading to a refreshing dryness.

Finish: Caramels and sultanas persist into a long finish.

Welsh Gold is extremely rare, pure and precious and was worn by legendary Welsh princes. Our Gold Collection reflects those qualities.

2017 Spirits Business World Whisky Masters – Gold

2017 ISW International Spirits Awards – Gold

PENDERYN ICONS OF WALES

The Icons of Wales series consists of special bottlings - each one celebrating a person, milestone or event from Welsh history with international significance. The distillery plans to release 50 such editions in total, each one limited in number and containing Penderyn's award-winning Welsh whisky.



04/17

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The series seeks to celebrate the finest moments from Welsh history which showcase independence, innovation and individuality, raising the profile of these moments both in Wales and abroad.

To date there have been four editions: Independence, Red Flag, That Try and Dylan Thomas, in celebration of the centenary of Wales' best known writer.

The Penderyn Sherrywood Dylan Thomas edition has been aged in Oloroso Sherry casks and combined with whisky matured in American bourbon barrels to bring out its rich fruity flavour. It begins with the aroma of sugar bonbons rich with the smell of creamy toffee and vanilla. Soon Penderyn's own fresh green apples and boiled berry fruits join in. In the mouth cream sherry flavours, obvious but not overt, mingle with delicate fruits reminiscent of white currants and honeydew melon.



03/17

PENDERYN THAT TRY

The 4th in our Icons Of Wales Special Editions is a Peated finish 41% whisky. That Try celebrates Gareth Edwards' famous score for the Barbarian rugby team against the All Blacks in 1973.



03/15

Tasting Notes

Mild aromas of peat smoke, early morning at a rocky seaside and marmalade-on-toast all compete for our attention. A very fresh and clean whisky, beautifully distilled gives pleasure from the very first sip. In the mouth it begins with great sweetness before the smoky, slightly medicinal flavours descend. Slight bitterness follows that leaves a long lingering fresh taste in the mouth.

PENDERYN BRYN TERFEL

A bourbon cask whisky at 41% abv, and the fifth in our Icons Of Wales series, was launched on the 29th of November 2016 and celebrates Welsh opera singer Bryn Terfel and, more specifically, his favourite role, Falstaff. The whisky is well-rounded, spicy and sumptuous and we have brought a theatrical element to the design, all of which reflect the character of Falstaff.



04/17

Tasting Notes

Nose: Smooth and creamy. There are notes of honey, vanilla ice-cream and a hint of banana chips.

Palate: The experience is well rounded and rich, full of fruits, sweet apples, vanilla and a tone conjuring up nostalgic memories for a banana split.

Finish: Contains honey which is followed by another evocative tone - cream soda - along with the late arrival of a lingering woody spice.

2017 IWSC - Silver

ICONS OF WALES

PENDERYN SINGLE CASK



Our distillers, Laura and Aista (who both trained under the expert direction of Dr Jim Swan) will occasionally select one or two of the very best Penderyn single cask whiskies as outstanding examples of our world class single malt whisky.

Our single cask whiskies are normally presented in handmade wooden boxes and can be individually numbered and/or signed by a senior member of the Penderyn team.

04/17

SINGLE CASKS & LIMITED EDITIONS

PENDERYN LIMITED EDITIONS

We sometimes run limited editions. Rich Oak is a rare small batch boiling combining three of our finest rich oak casks specially selected by our distillers. It is a big, robust yet remarkably smooth whisky and the first to be released from the distillery's own barrels.



04/17

Tasting Notes

Nose: Penderyn's unique green apple, banana and tropical fruits share the limelight with crème brûlée and apparent fortified wine.

Taste: Intensely sweet to begin, then rich fruity and vanilla flavours emerge.

Finish: A melange of flavours gradually fades into a long finish with a creamy, vanilla-like aftertaste.

2017 Spirits Business World Whisky Masters – Gold

2017 IWS International Spirits Awards – Gold

THE DISTILLING TEAM

The distilling team at Penderyn is led by Laura Davies and Aista Juknevičaitė who trained under the expert direction of master blender Dr Jim Swan (from L to R: Aista, Jim and Laura below). Dr Swan was involved with Penderyn Distillery since its inception and was charged with creating the unique style of Penderyn single malt. He was a consultant to the worldwide drinks industry and assisted in the quality aims of blue chip brewers, winemakers, distillers and cooperages as well as several small producers in five continents.

Sadly, Dr Jim Swan died on the 14th February 2017.



SPIRITS RANGE

BRECON GIN

This is a fine quality distilled gin using botanicals from the four corners of the world and bottled at Penderyn Distillery using mineral water from the Brecon Beacons National Park.



04/17

Tasting Notes

Taken neat, Brecon Gin is a big traditional juniper, laced with coriander and revealing hints of spicy cinnamon. Add a mixer and the citrus freshness of oranges and lemons appear with nutmeg, liquorice and angelica in a supporting role.

The characteristic flavours go well with tonic, ice and lemon on a warm summer's day but Brecon's traditional heritage is equally at home besides a roaring fire on a cold night and will bring back memories of long hot summers past.

2017 Spirits Business Global Gin Masters – Gold

2016 International Wine & Spirits Awards – Silver

BRECON BOTANICALS GIN

Made from our own recipe, combining a specially selected range of botanicals and the best pure grain spirit, this super-premium gin is produced in small batches using only the finest ingredients.



04/17

Tasting Notes

The nose is a rich complex of fresh juniper, followed quickly by coriander and a complexity of gin flavours. Hints of citrus mingle with oriental spices. On adding a mixer, the citrus, lemon, orange – and even bergamot – open out, as do hints of cinnamon, cloves and even saffron. A medium-length finish leaves you ready for the next mouthful.

Serving Suggestion: Try this gin with fresh mint and cucumber ice cubes for a sublime and premium experience.

2014 International Spirits Challenge Gin Trophy – Winner

2014 and 2015 Gin Masters – Gold

FIVE VODKA



04/17

FIVE is a premium 43% abv vodka made with pure clean water from its own glacier-bred, rock-filtered source in the wild Brecon Beacons mountain range. It is distilled five times for maximum purity. Vodka may be charcoal filtered but FIVE is so pure it doesn't need any further filtration.

Tasting Notes

FIVE gains a smooth fruit twist when we add a hint of barley spirit from our unique Penderyn still.

2017 International Spirits Challenge – Gold

MERLYN

Merlyn is a magical creation of the purest spirit and the finest cream from the land of legends.



04/17

Tasting Notes

Nose: Rich, warming creamy texture and fudge toffee is overlaid with the tingling aroma of fresh clean spirit. Vanilla, hints of banana and exotic fruits – and even rose petals – all linger gently in the background.

Palate: In the mouth the fruits are more intense and intermingle with the vanilla.

Finish: The combination of fresh cream and complex spirit produces a mysterious depth which is difficult to describe but encourages the next mouthful.

2016 International Wine & Spirits Awards – Silver

VISITOR CENTRE

Penderyn Distillery opened its doors to visitors in June 2008 with the launch of its new purpose built Visitor Centre. The distillery is located in the spectacular Brecon Beacons National Park. Guests can take a journey through the history of single malt whisky making in Wales, see Penderyn distilled before their eyes and enjoy a selection of Penderyn products in our well-stocked bar.

Open all year-round, the award-winning Visitor Centre is one of South Wales's top attractions, visited by over 35,000 people in 2016. It has won a Trip Advisor Certificate of Excellence and in 2015 beat the BBC's *Dr Who Experience* in Cardiff to one of Wales' top tourism awards.

Penderyn also offers expert-led Masterclasses, where small groups are guided through an unforgettable whisky experience which includes a tour of the facilities, an interactive explanation of whisky production and, of course, an in-depth tasting session.

For more information, go to: www.penderyn.wales/visit/





PENDERYN WHISKY: 100 YEARS IN THE MAKING

It's suggested that small stills existed in Wales in the 4th century, but the last whisky distilled in Wales was produced by the original, but short lived, Welsh Whisky Company at the Frongoch Distillery in Bala, North Wales, which closed over 100 years ago.

The idea for Penderyn was conceived by a group of friends lead by landlord Alun 'The Glan' Evans, sitting around a pub table (The Glancynon Inn in nearby Hirwaun, to be exact) who decided to re-introduce the lost art of whisky distilling to Wales. They sought funding and bought the Penderyn distillery site (because it sits over a substantial source of pure, underground water), and an un-commissioned whisky still that was developed by Dr David Faraday. Their dream was to create a world class single malt whisky. On Thursday 14 September 2000 the first distillation was carried out at Penderyn Distillery in the picturesque Brecon Beacons National Park. Penderyn was launched on St David's Day, 2004, and demand was so high the whisky sold out almost immediately.

Penderyn is an innovative, privately owned boutique style distillery, employing around 50 dedicated craftsmen, staff and professionals and has around 60 shareholders.

Today, Penderyn is one of the most influential Welsh exports, respecting the long heritage of whisky production and combining this with a unique, innovative approach to distilling, marketing and branding. Wales Government First Minister Carwyn Jones described Penderyn as '*...one of the great Welsh manufacturing success stories of recent times.*'

The company and its products are fiercely independent and the spirit of entrepreneurship within the company is already a model that is being used in course work in colleges and universities.

From Wales to the world...

KEY WELSH WHISKY DATES

4th century

Archaeology suggests there were small stills throughout Wales

1705

Evan Williams' family has a distillery in Dale, Pembrokeshire. They immigrated to the New World and Evan Williams was a founding father of the Kentucky Bourbon Whiskey Company

1889

Distillery opens in Frongoch, Bala

1903

Frongoch distillery closes down

1916

Welsh-born Prime Minister David Lloyd-George brings in legislation dictating that whisky must be stored in a barrel for 3 years and a day.

1st March 2004

Penderyn Single Malt Whisky launched by His Royal Highness Prince Charles, The Prince of Wales, on 1st March 2004

1st March 2005

Penderyn is launched in London

9th November 2005

Penderyn is released in the US in New York

1st October 2007

Launch of Merlyn, Brecon Five Vodka, Brecon Special Reserve Gin

June 2008

The Penderyn Distillery opens to the public

March 2013

The new stills arrive

April 2015

The inaugural Penderyn Music Book Prize winner announced

Sept 2016

A record month for sales

June 2016

Announcement of a planned 2nd Penderyn Distillery at the historic Copper Quarter in Swansea. Investigations also begin into building a 3rd distillery in Llandudno, North Wales.

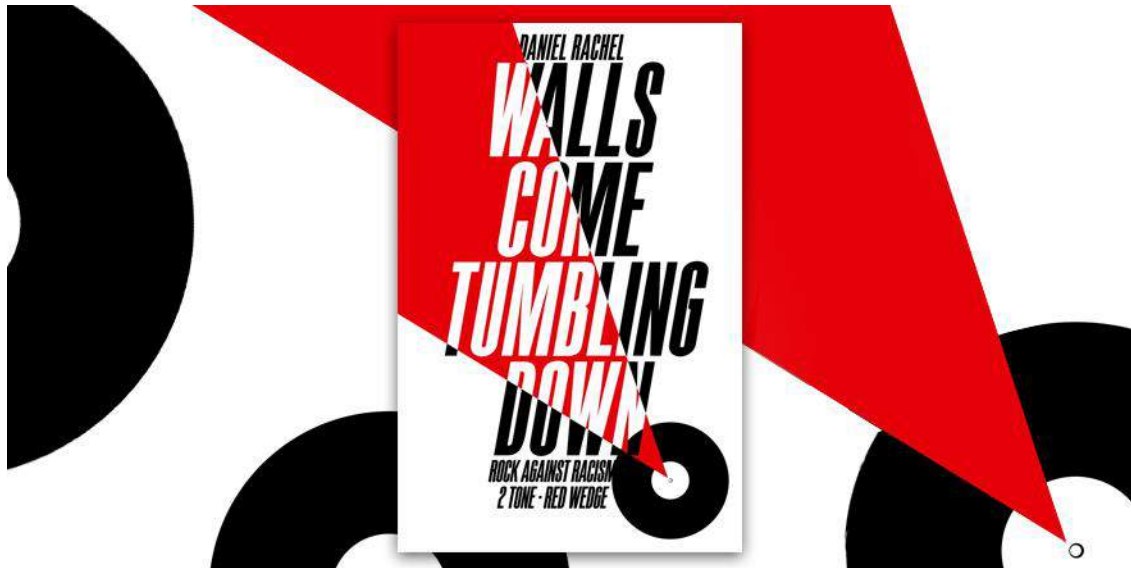
August 2017

A record year for sales



The Penderyn Music Book Prize

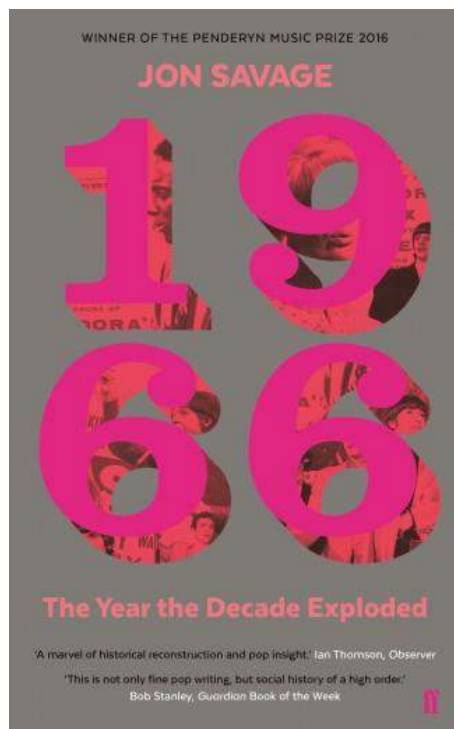
Winner 2017 – Daniel Rachel for ‘Walls Come Tumbling Down’



'This is a triumphant oral history.'
John Harris, The Guardian

Winner 2016

Winner 2015



For more info go to www.penderynprize.com

SOCIAL MEDIA

We are active on social media and news and updates are posted on Facebook, Instagram and Twitter regularly.

We also have a Youtube channel on which we have posted many self-generated videos.

Simply look up 'Penderyn Distillery' and your social media platform of choice.



We have many stories to tell at Penderyn Distillery. Here are the recent ones. We have a document of stories from 2015-2016. If you wish to receive a copy, please email jont@penderyn.wales

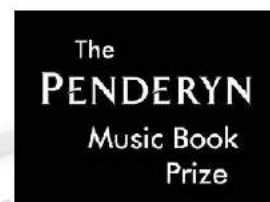


Penderyn Prize 2017 – Winner Announced – 9th April 2017

‘The Mercury Prize of Books’ – NME

The Penderyn Music Book Prize is the only UK-based book prize specifically for music titles including history, theory, biography, autobiography. The 2017 award ceremony took place at the Laugharne Weekend, on Sunday 9th April. The winner was Daniel Rachel for ‘Walls Come Tumbling Down’ (Picador) – a book that charts the pivotal period between 1976 and 1992 that saw politics and pop music come together for the first time in Britain’s musical history. Daniel is pictured below with (from left to right), Jon Tregenna (Penderyn Media Manager), Daniel Rachel (Prize Winner), Stephen Davies (Penderyn Chief Exec), Richard Thomas (Prize & Laugharne Weekend Organiser). There is a video of the event on the Penderyn Youtube Channel.

The book has been described as a ‘triumphant oral history’ by John Harris in The Guardian, and as ‘a colossal and brilliant book’ by Shaun Keaveny on BBC 6 Music. After the ceremony Daniel said, ‘I am so thrilled to receive the Penderyn Music Book Prize. The last time I won a prize was the tombola at St Christopher’s Children Home when I was 8!’ Stephen Davies, Penderyn’s Chief Executive, said, ‘I thoroughly enjoyed reading the winning book. Congratulations to Daniel on his remarkable achievement. We look forward to next year’s prize.’



For media information, please contact:

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07702-088-298

About Penderyn:

Penderyn is the award winning single malt whisky, launched in 2004 to revive the Welsh whisky distillation tradition after an absence of more than 100 years.

Produced on the southern reaches of the Brecon Beacons, Penderyn has become one of the most recognised brands to emanate from Wales and is now sold throughout the UK and worldwide. It has gained the highest praise of the whisky industry and won numerous international awards, including honours at the prestigious International Wine and Spirit Competitions.

More details about Penderyn can be found at:
www.penderyn.wales





Penderyn's Brecon FIVE Vodka Wins Gold - 18 June 2017

Penderyn Distillery are delighted to announce that their Brecon FIVE Vodka has won the Gold Award at the International Spirits Challenge 2017. FIVE is a premium 43% abv vodka made with pure clean water from Penderyn's own glacier-bred, rock-filtered source situated below our distillery in the Brecon Beacons mountain range. FIVE is distilled five times for maximum purity (hence its name!), and whilst Vodka may be charcoal filtered, FIVE is so pure it doesn't need any further filtration. It gains a smooth fruit twist when we add a hint of barley spirit from our unique Penderyn still.

Brecon FIVE vodka now has a UK-wide listing with Tesco and in the north of England with Booths & Co. It is also available from Welsh distributors Castell Howell and Blas ar Fwyd, as well as the distillery and major online retailers.

Stephen Davies, Penderyn's Chief Exec, said, 'We regularly celebrate our whiskies and gins picking up international awards so are especially delighted that our vodka has won this prestigious award.' Nikayla Langley, one of the organisers of the event said, 'Winning an ISC medal is an outstanding achievement and underlines a producer's commitment to quality and innovation through the spirit.'



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Penderyn Triple Gold Winners – 12th July 2017

Penderyn Distillery are delighted to announce the winning of three gold awards at international spirits competitions: Brecon Special Reserve Gin won gold at the London-based Spirits Business Global Gin Masters, and two of our single malt whiskies, Sherrywood 46% and Rich Oak at 50% won gold at the Meiningers International Spirits Awards ISW in Neustadt an der Weinstraße in Germany.

Meiningers, the publishing house, was founded in 1903 by Daniel Meininger in Neustadt, Germany. With his trade magazine 'Das Weinblatt', a weekly publication dedicated to 'real viniculture and the wine trade', he started a publishing house which, now in its fourth generation, is synonymous with journalistic expertise in the fields of wine, beverages and gastronomy.

Stephen Davies, Penderyn's Chief Exec, said, 'After the wonderful success of our Brecon FIVE Vodka winning gold at the International Spirits Challenge in June, it's fantastic that our gin and single malt whiskies have again been recognised as among the finest in the world.'

The 'gold seam' which features on our 46% abv whisky range bottles is becoming more and more appropriate!



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Penderyn Wins Four More Golds – 1st August 2017

Our description of Penderyn as 'Welsh Gold' was never more appropriate as we have won another 4 gold awards for our Single Malt Welsh Whiskies.

The World Whisky Masters Awards organised by The Spirits Business are one of the most prestigious of the International Spirits Awards, and Penderyn picked up gold for the following whiskies: Penderyn Madeira 46%, Penderyn Myth, Penderyn Sherrywood & Penderyn Rich Oak. This means we have won a total of 8 gold awards for our whiskies and spirits in the past few weeks alone, and this is testimony to the hard work put in by all our staff, especially our distilling and sales team.

Stephen Davies, Penderyn's Chief Exec, said, 'This is excellent news for everyone at the distillery. Our whiskies are now firmly part of the international whisky conversation and we are delighted with these awards. Penderyn is going from strength to strength, exports are increasing, we've become an established brand in multiples across the UK with ever increasing listings across our range, and we also have some more very exciting news which we look forward to sharing with you towards the end of the year.'

Four bottles of Penderyn whisky are displayed in a row. From left to right, they are: Penderyn Madeira 46%, Penderyn Myth (featuring a red dragon on the label), Penderyn Sherrywood, and Penderyn Rich Oak. Each bottle has a gold award medal hanging from its neck. The medals are circular with a star border and the text 'THE SPIRITS BUSINESS GOLD'. In the background, there is a large, faint watermark of the Penderyn logo and the text 'THE WELSH WHISKY COMPANY'.

THE SPIRITS BUSINESS

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Icons Of Wales #5: Bryn Terfel - 5 December 2016

Tuesday November 29th saw the launch of the new Icons Of Wales edition – Bryn Terfel – the 5th in our series which celebrates Welsh people and important milestones. The launch took place in the magnificent foyer of the Royal Welsh College of Music & Drama in Cardiff. Opera legend Bryn himself was there, and made a great speech in front of an invited audience of 250 guests where he listed the bottling among his career highlights. The bourbon finish whisky also celebrates Bryn Terfel's favourite role: Falstaff. It is well-rounded, spicy and sumptuous and has a theatrical element to the design, which all reflect the wonderful character of Falstaff.



TASTING NOTES: The nose is smooth and creamy. There are notes of honey, vanilla ice-cream and a hint of banana chips. On the palate the experience is well rounded and rich, and full of fruits, sweet apples, vanilla and a tone conjuring up a nostalgic memory for banana splits. The finish contains honey which is followed by another evocative tone – cream soda – along with the late arrival of a lingering woody spice.

'Bryn Terfel' is now available from our distillery shop and online. You can see a film of the event by going to [youtube.com/penderynwhisky](https://www.youtube.com/penderynwhisky)



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PENDERYN

DISTILLERY

Penderyn Music Book Prize 2017 Longlist Announced - 21 November 2016

Long-awaited memoirs from musicians Bruce Springsteen, Johnny Marr and Robbie Robertson have all made the longlist for the 2017 Penderyn Music Book Prize. Now in its 3rd year, the prize is the only UK-based book prize specifically for music titles (history, theory, biography, autobiography). It was recently described as 'The Mercury Prize of books' by the NME.

The shortlist will be announced in early March and the winner is announced at the Laugharne Weekend Festival on 9th April 2017. Stephen Davies, Penderyn's Chief Exec, said, 'Penderyn Distillery are delighted to sponsor this prize. On a personal level, I'm a huge music fan, and it's very exciting to see so many great books on the long list.'

The longlist:

The Rise, The Fall, and The Rise by Brix Smith Start (Faber); Small Town Talk: Bob Dylan, The Band, Van Morrison, Janis Joplin, Jimi Hendrix & Friends in the Wild Years of Woodstock by Barney Hoskyns (Faber); Anarchy in The Year Zero: The Sex Pistols, the Clash and the Class of '76 by Clinton Heylin (Route Publishing); Into The Maelstrom: Music, Improvisation and the Dream of Freedom by David Toop (Bloomsbury Academic); I'm Not With The Band: A Writer's Life Lost in Music by Sylvia Patterson (Sphere); The Age of David Bowie by Paul Morley (Simon & Schuster); Young Soul Rebels: A Personal History of Northern Soul by Stuart Cosgrove (Polygon). The Last Great Event: with Jimi Hendrix and Jim Morrison - When the World Came to the Isle of Wight, Volume II, 1970 by Ray Foulk and Caroline Foulk (Medina Publishing); 1971 - Never a Dull Moment: Rock's Golden Year by David Hepworth (Bantam); Testimony by Robbie Robertson (William Heinemann); Shock and Awe: Glam Rock and Its Legacy, from the Seventies to the Twenty-First Century by Simon Reynolds (Faber); Set The Boy Free by Johnny Marr (Century); Born To Run by Bruce Springsteen (Simon & Schuster); Let's Make Lots of Money: Secrets of a Rich, Fat, Gay, Lucky Bastard by Tom Watkins (Virgin)

The prestigious judging panel for the 2017 Prize: Stewart Lee, Charlotte Church, Geoff Travis, Tracey Thorn, Eliza Carthy, Thurston Moore, Jane Beese



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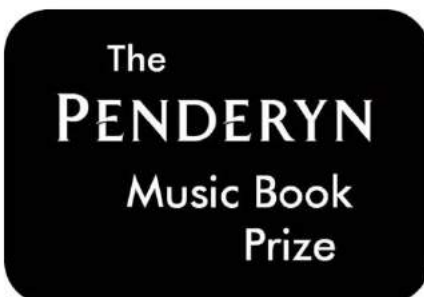
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Penderyn in New York - 15 November 2016

Penderyn Distillery had a very successful week in New York. Sian Whitelock, Brand Director, and Jon Tregenna, Media Manager, went to the three Welsh bars in New York – the Longbow and the newly opened Sunken Hundred in Brooklyn, and the Snowdonia in Astoria. A whisky tasting was held in the Sunken Hundred (pictured) and among the large number of guests was actor Matthew Rhys, pictured with Illtyd Barrett, bar owner, Rhys Ifans lookalike and a Milford boy. The team also attended WhiskyFest in Times Square where Penderyn went down very well. A Jewish rabbi and some of his congregation came up to the stand and the rabbi announced to the room that if there was an eleventh commandment it would have been, 'Thou shalt drink Penderyn!' Whilst there our team took a trip to the roof of their hotel which afforded spectacular views of 42nd Street, and back on ground level saw the Batmobile on a tow truck. Penderyn Madeira 46 is already available in New York, and the plan is to increase more of our lines there and across the US. We'll be back!



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Media News - 15 October 2016

Lots of news! Ok... we were delighted to see that the Penderyn Music Prize featured on the cover of this year's winning book; BBC1's 'Escape To The Country' filmed a segment at the distillery and Nicki Chapman interviewed our Sian; Penderyn was featured in a 'Hairy Bikers' BBC1 programme, (although we don't advocate drinking our fine single malt direct from the bottle!); Bryn Terfel was more genteel when he visited us at Whisky Live in Paris; and finally, actor Russ Gomer, better known as 'Yanto' from the hit Sky TV series 'Stella' (and star of our recent 'Football Fan' video) was our guest at the Wales v Georgia game last weekend. All good.



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Double Gold Award Winners - 5 September 2016

Penderyn are delighted to announce that two of our single malts won Gold Awards at the recent World Whisky Masters. Portwood 46 won Gold in the 'Europe Single Malt Super Premium' category and was described as 'full-bodied and well matured'. Always a big favourite among whisky connoisseurs this new bottling is no exception, as strong sales from our Distillery Shop and Online Store indicate. Tasting notes:

'Aromas of rich dried fruits with dark chocolate and cranberries; a hint of toasty oak mingles with a baked nutty dryness. On the palate a creamy richness with some honey and spiced notes emerging. The finish is smooth with a soft oak and honey sweetness lingering gently on the tongue.'



Penderyn Celt, described at the awards as, 'autumnal', and 'peat-fire smoky' won Gold in the 'Europe Single Malt Premium' category, and was also featured at #1 in the Spirits Business 'Top 10 Best Value For Money World Whiskies.' One of the judges was Greg Dillon, luxury spirits writer and brand consultant, who visited our distillery recently. He is pictured above with Nagesh Balusu, general manager at Salt Whisky Bar and Dining Room in Marble Arch, London. Rob Weller, Penderyn's Sales Manager, said, 'Winning these prestigious prizes proves that our whiskies are becoming part of an international whisky conversation.'



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Penderyn Wales Football Video - 11th July 2016

A video commissioned by Penderyn Distillery which features a Welsh football fan returning from Euro '16 went viral at the weekend. The video featuring actor Russell Gomer, best known as Yanto from the hit Sky TV series Stella, has gained over 4600 hits at the time of writing. Russell Gomer, as his alter ego, YouTube video star David Garland Jones, is known to many fans of Penderyn from the time when he hijacked and won an online poll we ran in 2010 looking for the Penderyn Welsh Person Of The Year... but we forgave him!



John Bonham Carter, of Octopws Media who produced the new video in Laugharne said, 'We approached Penderyn Distillery with the idea. It was quite a challenge writing, filming and editing in such a short space of time. It's great to see the video has already connected with football fans across Wales.' Another connection between Penderyn and the football was the tie-in with FA Wales to create Penderyn's 3 x 20cl Dragon Gift Pack and Chief Exec Stephen Davies, who made the journey to France for the England game (Stephen is the one wearing shades in the middle pic of the collage below), said: 'We are delighted with the success of the video. It captured exactly what I, and many others felt after Wales' fantastic achievement in the tournament.'

The video can be seen here: vimeo.com/174011855



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**Now over 500K
hits across all**



6th June 2016 - Penderyn Announce Plans for 2nd Distillery

Swansea Council has been given a grant by the Heritage Lottery Fund to develop the historic Hafod Morfa Copperworks site, and some of the old works buildings have been ear-marked for a second Penderyn Distillery. The area was the capital of the world's copper industry in the 19th century, and as copper is central to the distilling process it makes for a perfect fit. The 'Copper Quarter' project is led by Swansea Council and Swansea University, and Council Leader Rob Stewart said: 'This plan, with the iconic Penderyn international brand at its heart, will regenerate the site and reinvigorate the riverfront, looking to the future while celebrating our rich heritage.'



The site, which dates back to 1810, is made up of 12.5 acres of land on the west bank of the River Tawe in the Lower Swansea Valley. In its heyday, copper ore from as far afield as North America, Cuba, Australia and South America was smelted at the site, putting Swansea at the heart of a global web of copper trading connections. A new Visitor Centre is also planned which would see 50,000 visitors per year and Stephen Davies, Managing Director at Penderyn (pictured on ITV News), said: 'This is an exciting opportunity to expand the business, and also to celebrate the copper heritage in Swansea with our premium Welsh brand.'



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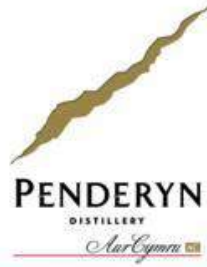
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DISTILLERY NEWS - 3x20cl Gift Pack Launched, in association with FAW - 25.04.16

Penderyn are delighted to announce a tie-in with the FAW (Football Association of Wales) to celebrate Wales' qualification for the 2016 European Championship. Following on from the success of our Dragon range of whiskies – Legend, Myth & Celt – we have created a gift pack of 3 x 20cl bottles which are housed in a smart box bearing the FAW's logo.

(As you are probably aware, our new 'Dragon' 41% ABV range includes Legend – a Madeira finish whisky; Myth, which matures in ex-bourbon and red wine casks, and Celt, which has a peated finish.)



Sian Whitelock, Penderyn's Brand Director, said, 'It's an exciting time for the whole nation with Wales having qualified for a major tournament for the first time since 1958. Penderyn are delighted to partner with the FAW on this exciting new gift pack. We wish the Welsh Football team all the very best in France this summer.'

The retail price is £28.99 and the item is now available from www.penderynstore.com



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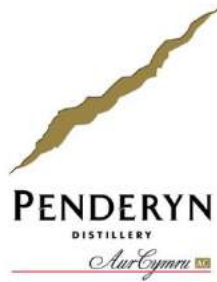
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DISTILLERY NEWS - Gareth 'Alfie' Thomas... and other visitors - 22.04.16

We've had some pretty high-powered visitors recently. Firstly, Welsh rugby legend Gareth 'Alfie' Thomas is set to become one of our unofficial Penderyn Ambassadors, helping to spread the word about our award-winning whiskies. (If truth be told, as a massive patriot and a huge fan of both Penderyn and Welsh products in general, he was already doing this!) Alfie took the tour with Sian, our Brand Director, and brought a few friends as well. He was particularly partial to our peated whiskies, and was thrilled to discover our Merlyn Cream Liqueur which he described as 'amazing!'



We've also had recent visits from Rupert Wheeler, editor of the Whisky Magazine (pictured with Stephen Davies, our MD), who not only visited the distillery but experienced the 'Liquor, Literature & Laugharne' package we run in conjunction with the iconic Brown's Hotel in Laugharne, Carmarthenshire. The stay takes in a Penderyn Masterclass and a guided tour as well as a two night stay in the hotel's sumptuous rooms (Ring 01994 427 688 for more info).

Finally Horst and Theresia Luning (pictured with Gian, our Technical & Sales Manager) from German online whisky store www.whisky.de and also www.whisky.com stopped by. They were touring Scottish distilleries and stopped off in their lovely Tesla electric car on their way back to Germany. Thankfully we'd just had a Tesla charging point installed! Having such luminaries visit us helps spread the Penderyn brand world wide.



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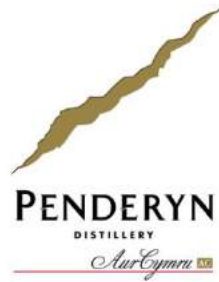
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The
PENDERYN
Music Book
Prize



PENDERYN MUSIC BOOK PRIZE 2016 WINNER ANNOUNCED - 03.04.16

This year's winning author is Jon Savage for his book '1966: The Year The Decade Exploded' (Faber). This is the second year for the prize and we are delighted that it has received extended coverage in both the Guardian and the NME. The winner received a cheque for £1000 and a bottle of Penderyn Single Cask single malt whisky at the ceremony in Laugharne on the 3rd April. Penderyn MD Stephen Davies said, 'It was an incredibly strong shortlist which went from memoirs to biographies of specific years to a complete history of pop. We congratulate Jon Savage on winning the Penderyn Music Book Prize precisely 50 years after 1966, the fascinating subject of his brilliant book.'



The Penderyn Music Book Prize is the only UK-based book prize specifically for music titles including history, theory, biography and autobiography. This year's eminent judging panel consisted of Stuart Maconie, Annie Nightingale, Mark Ellen, Green Gartside, Robin Ince and Jude Rogers. Speaking at the event Jon Savage told the audience, 'I'm very pleased that there is a prize that recognises the depth and breadth that exists in the writing about music. It's not just a fad but a way of life. And of course I'm honoured to be the winner of the prize in its second year: may there be many more.' Jon Savage is pictured with Penderyn's Sian Whitelock (Brand Director), and Jon Tregenna (Media Manager). For more info: www.penderynprize.com

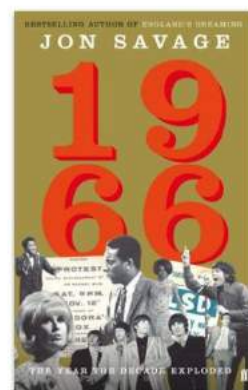
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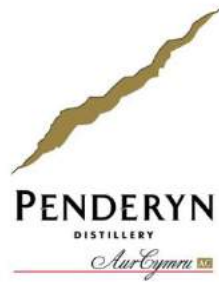
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PENDERYN MUSIC BOOK PRIZE - 23.03.16

'One of the coolest prizes on the music literary circuit has been announced. With a great set of judges a killer book list and a launched by one of the key figures on the music book scene, Richard Thomas, this is a key award.' So says TV pundit and journalist John Robb about this year's Penderyn Music Book Prize.

The short-list is: Detroit 67: The Year That Changed Soul – Stuart Cosgrove (Stuart Cosgrove); Unfaithful Music and Disappearing Ink – Elvis Costello (Viking); Electric Shock: From The Gramophone To The Iphone – 125 Years Of Pop Music – Peter Doggett (Bodley Head); 1966: The Year The Decade Exploded – Jon Savage (Faber); M Train – Patti Smith (Bloomsbury) and Naked at The Albert Hall: The Inside Story Of Singing – Tracey Thorn (Virago)



The Penderyn Music Book Prize is organised by Richard Thomas, founder of the Laugharne Weekend Festival (pictured with Penderyn MD Stephen Davies), and is the only UK-based book prize specifically for music titles including history, theory, biography and autobiography. The winner will be announced at the Laugharne Weekend on 3rd April 2016. One of the judges, DJ Annie Nightingale said, 'I am honoured and delighted to be a judge for the second year of the Penderyn Music Book Prize.' And of the launch party in London, the Guardian podcast informed everyone that, 'People were more or less bathing in cups of Penderyn whisky at the event.' Nice!

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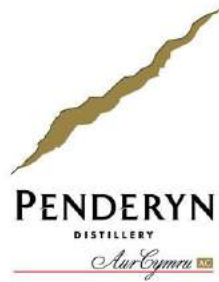
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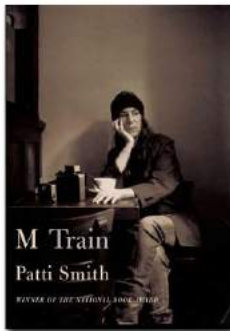
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PENDERYN MUSIC BOOK PRIZE LONG-LIST ANNOUNCED - 12.01.16

The 2nd Penderyn Music Book Prize is nearly upon us. Memoirs from musicians Patti Smith, Elvis Costello and Grace Jones have been long-listed, while biographies of John Peel, Sandy Denny and Tubby Hayes have also made the list. The judging panel is made up of DJ and critic, Stuart Maconie; broadcaster, Annie Nightingale; journalist, Mark Ellen; musicians Green Gartside and Eliza Carthy; actor and writer, Robin Ince and music critic, Jude Rogers. The full list can be found here: www.penderynprize.com, and there is a dedicated twitter account: @PenderynPrize.



Last year's winner, Mark Lewisohn, said: "It was a personal thrill when 'Tune In' won, because it was the inaugural award, because Penderyn is a good company – going about its business the right way – and because the award is announced at the annual Laugharne festival, a weekend full of music, poetry and literature." Lewisohn won for his biography – *The Beatles: All These Years: Volume One: Tune In* (pictured below). The shortlist will be revealed in March, and the prize of £1000 and a bottle of Penderyn Single Cask single malt will be presented to the winning author at the Laugharne Weekend on 3rd April 2016. Stephen Davies, Penderyn's MD, said, 'This year's long-list looks very competitive. As a music fan myself, I'm really looking forward to the presentation of the 2nd Penderyn Music Book Prize. May the best book win!'

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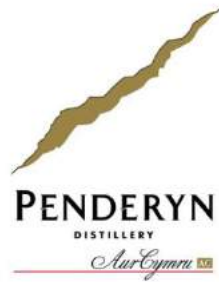
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JIM MURRAY'S WHISKY BIBLE 07.12.15

Over the past 13 years Jim Murray's Whisky Bible has established itself as the world's leading whisky guide. Naturally the whole Penderyn range is featured, but we were particularly pleased with the review of our Limited Edition Port Wood Single Cask PT72 in the latest edition. As well as receiving a mark of 96.5% Jim wrote, 'A delivery to make the faint of heart swoon... it has now been carved in stone as one of the world's great whiskies; its unveiling each year one of the stratospheric moments in the world whisky calendar. And yet again it lives up to its ridiculously high reputation. If I find a better single cask than this for the 2016 Bible, it will be of the proportions of a Cecil B DeMille epic.'

We produced 200 bottles of this edition, but at time of writing only 80 remain. Penderyn Port Wood Single Cask PT72 is available from our online store at a price of £295 (inc P&P). To purchase please go to: www.penderynstore.com and click on Limited Editions. There you can also view our other single malts, spirits and gifts. For more info on the Whisky Bible info go to: www.whiskybible.com

The photo below features Jim Murray (on right), Penderyn's Master Distiller Dr Jim Swan and Prince Charles at the distillery in 2008.



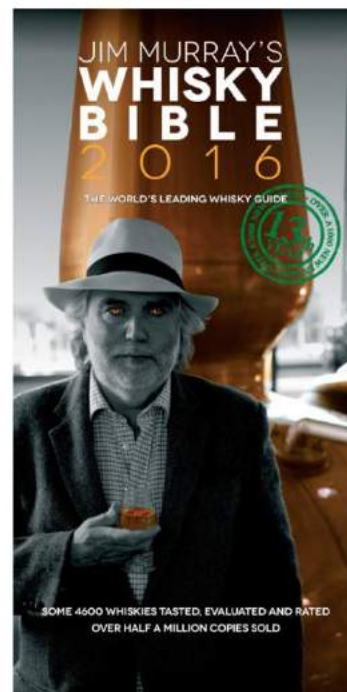
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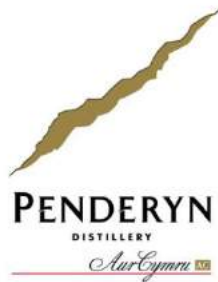
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ROY NOBLE JOINS THE PENDERYN BOARD 07.12.15

Penderyn are delighted to announce that the eminent broadcaster and BBC Radio Wales presenter Roy Noble has joined our board as a non-executive Director. Roy has been associated with the distillery from the start, but now he's 'official' as we say in Wales! As he is a man of words, we'll let Roy tell the story, 'Becoming a director is an absolute pleasure and privilege. Being there at the birth of Penderyn, albeit just as a side-liner and small shareholder, means it has been so exciting to witness the growth and success of a product which fused history and geography; the history being wondrously mystical and the geography marrying the Heads of the Valleys industrial belt with the wild moorlands and legendary hills of the Brecon Beacons.'



Roy continued, 'As a Valleys man, supporting it, sipping it, sipping it, swigging it, has been a vibrant boost to my well being, my body, my soul and my spirit. I know the sentiments are lyrical, but partaking of Penderyn in warm socks in the glow of a late evening at a fireside arm-chair, makes you like that. I look forward immensely to my new position, helping to oil the wheels of the wagons as each bottle takes Wales to the world.' Sian Whitelock, Penderyn's Brand Director added, ' Roy's enthusiasm and loyalty to Penderyn has been hugely appreciated over the years, and it's wonderful to announce that he has now joined our board.'

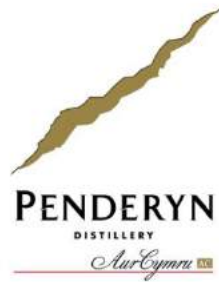
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DISTILLERY NEWS 30.10.15

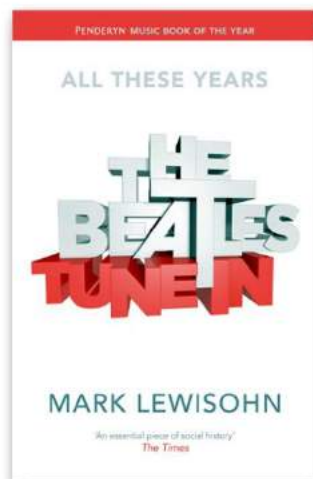
As you may be aware, the winner of the inaugural Penderyn Music Book Prize was announced during the Laugharne Weekend festival last April. The winner was Mark Lewisohn for his extraordinary book, 'The Beatles - All These Years: Volume One: Tune In'. Mark received a cheque for £1000 and a bottle of Penderyn Single Cask single malt from Penderyn directors Nigel Short and Stephen Davies (pictured with the winning author). 'It's my life's work now,' said Mark who is planning two more books on the Beatles, 'I'm delighted to have won the first Penderyn Music Book Prize, and the whisky will come in handy too!'



The
PENDERYN
Music Book
Prize



The paperback edition of Mark's book is now out in time for Christmas, and we're delighted to see Penderyn's name on the front cover. This is a book that will sell around the world and also have a huge profile online. Stephen Davies, Penderyn's MD, said, 'The Penderyn Music Book Prize got off to a terrific start this year, and being on the cover of this new edition is the proverbial icing on the cake.' We're already looking forward to the 2016 prize, when books by the likes of Elvis Costello, Tracey Thorn and many more will be under consideration, and judges include legendary radio DJ, Annie Nightingale and Stuart Maconie. Rocking!



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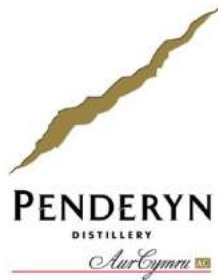
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DISTILLERY NEWS 03.09.15

Saturday August 15th saw the launch of the new Premier League football season. It also saw the launch of the Penderyn Suite at the Liberty Stadium, home of Swansea City FC and the Ospreys rugby team. The suite is the only one with pitch-facing windows and is used by VIP members. It is also available for non-match day functions and events which are arranged via the Liberty Stadium management. Part of the decor celebrates the old Copper Quarter of Swansea which was once the biggest copper-producing area in the world. As copper is central to the distilling process it seemed a natural fit for Penderyn to sponsor the suite, which includes branding within the large spacious room, as well as advertising slots on the big screens and hoardings around the pitch.



Sian Whitelock (pictured below), Commercial Director, said, 'We are delighted to be affiliated to one of the big sporting brands worldwide. Swansea City FC are a huge success story, and with the expansion of the distillery it seemed a perfect time to partner up with the Liberty Stadium.' The facility will allow Penderyn to showcase their products as well as entertain guests at matches. Celebrated actor Matthew Rhys (pictured with his Patagonian friend, Ricardo) attended the game as our guest. And the game? Swansea City beat Newcastle 2-0 with goals from their powerful strike force, Bafetimbi Gomis and new signing, Andre Ayew. A great result all round!



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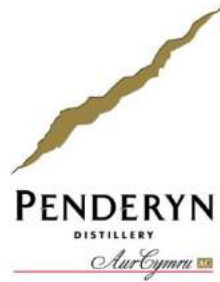
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Spirits Business Award Winners



DISTILLERY NEWS 29.08.15

We are delighted to announce that Penderyn Legend and Penderyn Myth have won Gold Awards at the prestigious Global World Whisky Masters 2015 in the 'European Single Malt Premium' category. The competition was organised by The Spirits Business magazine and took place in London in August. Legend & Myth are part of our new 41% range of Single Malt whiskies: Legend is a Madeira finish; Myth is matured in bourbon and refreshed oak casks, and Celt which is a brand new Peated finish bottling. The judges were Sara Smith of Summer Fruit Cup; Billy Abbott of The Whisky Exchange; Elliot Ball of Cocktail Trading Co; and Tobias Gorn of The Whisky Shop – pictured below.



Rob Weller, Penderyn's Sales Manager said, 'We are delighted to have been awarded two prestigious awards in the World Whisky Masters, especially for products which are relatively new to our range. It doesn't just give the 41% range credibility, but helps develop brand recognition and confidence in the trade. As we continue to grow domestically and internationally, these critically acclaimed awards are vital to our growth and development in existing and emerging markets.' Summing up, judge Sara Smith said, 'I was consistently impressed with the quality of whisky from around the world, with Masters being awarded to various countries outside of Europe and America, giving the traditional whisky distilling nations a run for their money.'



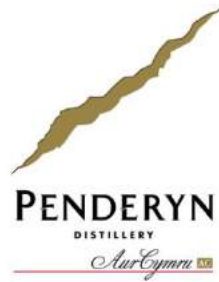
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DISTILLERY NEWS 20.08.15

Penderyn produce two ranges of single malts: a premium 46% range and a 41% range. Last year our European partners suggested we incorporated a design that represented Wales' proud heritage, and what is more Welsh than the fiery dragon that features on Wales' national flag? Penderyn are therefore proud to present the Welsh Dragon range of 41% whiskies: Legend, Myth and Celt. Legend has a Madeira finish; Celt a Peated finish and Myth is a first for Penderyn, a whisky that spends its life exclusively in Bourbon casks. Each is presented in a handsome new pack created by design wizard Glenn Tutssel, of Brand Inspiration.



The Royal Welsh badge bears the motto: 'Y ddraig goch ddyry cychwyn' which translates as, 'The red dragon inspires action.' The dragon features in ancient Welsh tales and was the battle standard of mythical Celtic kings. Welshman Henry Tudor took the flag to Bosworth where, in 1485, he became the last king of England to be crowned on the battlefield. Today the dragon is seen as representing all things Welsh and epitomises the Welsh Dragon range. Commercial Director Sian Whitelock said, 'The dragon is a new animation which Penderyn commissioned. The re-branding has already proved highly successful in Europe, as well as with UK retailers.'



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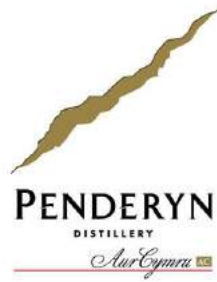
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DISTILLERY NEWS 25.06.15

Wednesday 10th June saw the launch of That Try, a 41% abv Peated Single Malt (the latest in Penderyn's Icons Of Wales series) at the Penderyn Bar in the Wales Millennium Centre in Cardiff. That Try celebrates Gareth Edwards' famous score for the Barbarians against the All Blacks in 1973, widely regarded as the greatest try ever seen. Over 250 members of the Penderyn Club attended the event*, as well as many luminaries from the world of rugby, politics and show-business including singer Paul Potts, Eddie Butler, Rebecca Evans AM, actor Russ Gomer (Yanto in Stella), Robert Norster, Richard James from 90s cult indie band Gorki's Zygotic Myncci, and of course Gareth Edwards, who became Sir Gareth Edwards just two days later.



The Club Members enjoyed whisky tastings of Legend, Rich Oak and of course, That Try. There were speeches by Nigel Short of Penderyn, Llanelli Scarlets and Brown's Hotel Laugharne fame; as well as MD Stephen Davies, designer Glenn Tutssel and Sian Whitelock, our Commercial Manager who organised the event. Sian said, 'This is the first time we've held such an event outside the distillery and it was a huge success.' One highlight was when Ponty rugby legend Tom David gate-crashed the stage to tell everyone that he was Gareth Edwards' son, and that he should have credit for the famous try after his '50 yards' run allowed Gareth Edwards to simply 'flop over in the corner'!

*For membership details please see Penderyn's website: www.welsh-whisky.co.uk



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DISTILLERY NEWS 27.05.15

Penderyn's Icons of Wales Special Editions have so far commemorated Welsh rebel leader Dic Penderyn; the Welsh signatories on the USA Declaration of Independence, and poet and writer Dylan Thomas. The latest edition celebrates one of the greatest of all Welsh passions... rugby. Whenever talk turns to the greatest try ever scored one stands out, so much so that it has become known simply as, 'That Try'. Yes, it's Gareth Edwards' incredible score for the Barbarians against the All Blacks in 1973 in a packed Cardiff Arms Park, after a wonderful passage of play which took in the length of the field. In Rugby World Cup year we are delighted to announce the launch of our 4th Icon, called simply 'That Try'.



Penderyn has worked closely with Mike Burton of the Barbarians, and of course with Gareth Edwards himself who said, 'To think that all these years later 'that try' will be celebrated with a Welsh whisky is fantastic. Penderyn reaches an international market which reflects the international nature of the Barbarians.' The edition – a Peated Single Malt Whisky at 41% ABV – was designed by Glenn Tutssel of Brand Inspiration. It features a specially commissioned drawing of Gareth on the black bottle and comes in a handsome black and white box to match the famous Baa-baas kit. 'That Try' will be officially launched at an all-star gathering at the Wales Millennium Centre on the 10th June.



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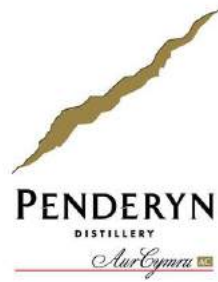
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DISTILLERY NEWS 28.04.15

Penderyn Distillery are delighted to announce that they have been invited by the Monte Carlo Whisky Society to give a tasting in Monaco on the 20th May. A range of Penderyn's whiskies will be available including Penderyn's new Rich Oak Limited Edition and a new release of Penderyn Portwood Single Cask (both pictured below). These new additions compliment Penderyn's range of award-winning single malts. As well as a tasting at the famous Crystal Bar in the Hotel Hermitage, there will be a private tasting for 12 invited guests.



The Penderyn tasting takes place on the eve of the Monaco Grand Prix when the eyes of the world are on the principality. The invitation to attend came after Nicola Schramm, Penderyn's Ambassador for Germany & Switzerland, was introduced to Anita Di Sotto of La Maison D'Ecosse (House of Scotland) who showcase Scottish whiskies in Monaco. Nicola said, 'This is a very exciting and prestigious event. Monaco is such a glamorous location and even more so during the Grand Prix weekend, and to talk about Penderyn as well as offer tastings of the two new bottlings will be a fantastic experience.' Penderyn is certainly going places!



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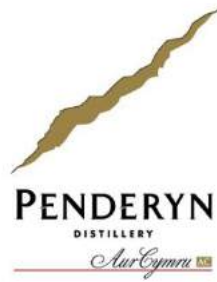
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Matthew Rhys
Penderyn
Ambassador



DISTILLERY NEWS 22.04.15

Matthew Rhys, star of 'Brothers & Sisters', has been announced as a Penderyn Brand Ambassador. The Welsh actor visited the Distillery yesterday for a tour and a tasting. Matthew was accompanied by his 'Brothers & Sisters' co-star, Dave Annable, and Dave's actor wife, Odette Annable who starred in the last series of hit US series 'House', and started out as a child actor in 'Kindergarten Cop'. Matthew has recently finished filming a pilot for the forthcoming series 'Bastard Executioner', in Wales (Penderyn supplying whisky for the wrap party), and is set to star in a new Warner Brothers movie of Rudyard Kipling's 'Jungle Book'. The party took a tour of the distillery and enjoyed a tasting in the Conference Room. Dave Annable hadn't tasted Penderyn before and was taken with its smoothness. He asked if we had any jobs going!



Sian Whitelock, Commercial Director of Penderyn, said, 'After the distillery expansion and development of our Visitor Centre experience, having internationally recognisable figures like Matthew Rhys acting as ambassadors for Penderyn is important as we look to increase awareness of Penderyn across the globe.' After a leisurely and humour-filled hour, Matthew and friends departed for the Gower where they visited Llangennith. Before they left, Matthew, originally of Cardiff, signed the Penderyn VIP Visitor's Book: 'Dis-still my favourite place!'



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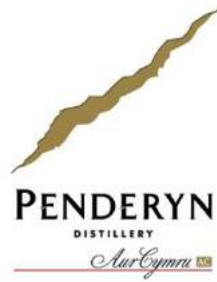
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The
PENDERYN
Music Book
Prize



DISTILLERY NEWS 16.04.15

On Sunday 12th April at 1pm in Laugharne the winner of the inaugural Penderyn Music Book Prize was announced during the Laugharne Weekend festival. This is the first UK based prize specifically for music titles (history, theory, biography, autobiography). Richard Thomas, organizer of both the prize and the festival said, "It's long been an oddity that while there are prizes for the best sports book of the year, the best travel book, the best food and drink book, there has never been a prize for the best music book. Publishers and booksellers alike agreed that this was indeed a prize waiting to happen, and one they'd gladly support."



The winner was Mark Lewisohn for his extraordinary book, 'The Beatles - All These Years: Volume One: Tune In'. He received a cheque for £1000 and a bottle of Penderyn Single Cask single malt from Nigel Short and Penderyn MD Stephen Davies (pictured with the winning author). The author plans two further volumes. "It's my life's work now. I'm delighted to have won the first Penderyn Music Book Prize, and the whisky will come in handy too!" Stephen Davies added, "Good stories, music and the finest single malt go hand-in-hand. Congratulations to Mark. We look forward to the next instalment."

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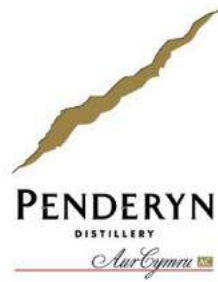
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DISTILLERY NEWS 16.04.15

On Monday the 2nd March 2015 Penderyn were invited to a St David's Day celebration at 10 Downing St by the Prime Minister, David Cameron who said he was well aware of Penderyn whisky, and sampled some of our Peated Single Malt. Stephen Davies, Managing Director of Penderyn, said, "As a proud Welshman it was a great honour for Penderyn to be chosen to represent Wales at the St David's Day event and a sign of the growing awareness of our work. 2014 was a great year for Penderyn in terms of sales and expansion and we expect record sales in 2015. These are very exciting times for Penderyn."



Among other notables at the event were singers Connie Fisher, Gabby Logan, Dame Tanni Grey-Thompson, Steve Jones, Aled Jones and Paul Potts, pictured with our Sales Manager Rob Weller. Welsh chef Graham Tinsley led the catering team and served shepherds' pie as a main course followed by a truffle with our own Merlyn Cream Liqueur among the ingredients. Welsh minister Stephen Crabb said, "Wales is an ambitious, outward looking nation with many forward-looking businesses. I am delighted that the prime minister recognises this and wants to celebrate it."

(Incidentally, Mr Cameron revealed that his great grandfather was a tin-plate worker from Glamorgan called Llewelyn Llewelyn!)

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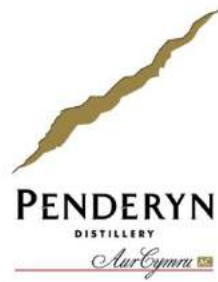
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DISTILLERY NEWS 16.04.15

On the 25th March 2015 Penderyn won the prestigious Chairman's Trophy for their Madeira Single Malt whisky with a high score of 95/100 at the internationally recognised Ultimate Spirits Challenge which took place in Madison Avenue, Manhattan, New York. It was described as being a 'sweet, toasty' whisky. The USC is the world's platinum standard for spirits competitions. The parent company Ultimate Beverage Challenge's primary goal is to generate a new level of trustworthiness, integrity, reliability, and, most important, meaningful and relevant results to international beverage competitions in order to recognize the highest degree of product quality. The pics below show some of the judges at work.



Further to being awarded Chairman's Trophy, Penderyn received 4½ stars out of five in the USC Whisky Sour cocktail competition. Stephen Davies, Penderyn's Managing Director said, "It's always great to win awards, especially from organisations like UBC. It doesn't just validate what we do, but introduces our business to a whole new audience. As our global expansion continues, with inroads currently being made into Russia, Australia, Taiwan, Denmark and China, these kind of awards are essential for the marketing and development of the Penderyn brand overseas, as well as in the UK market."

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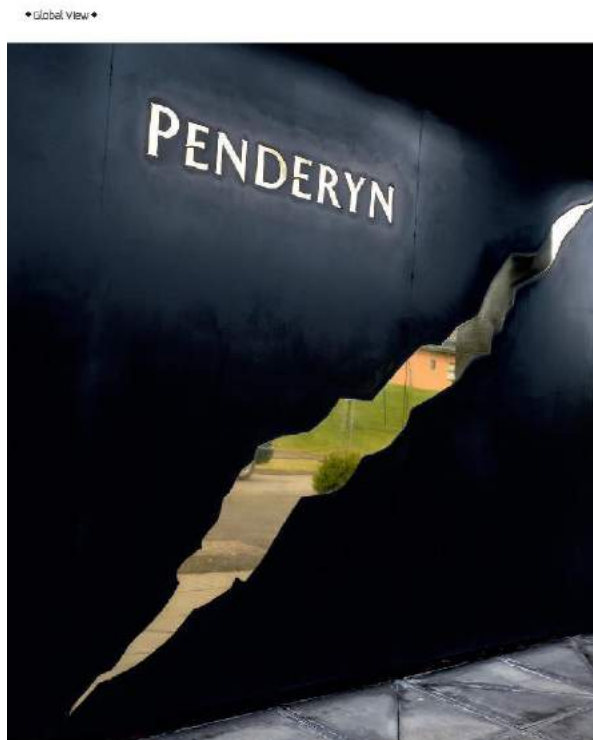
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Penderyn Distillery was featured in the Summer 2016 edition of

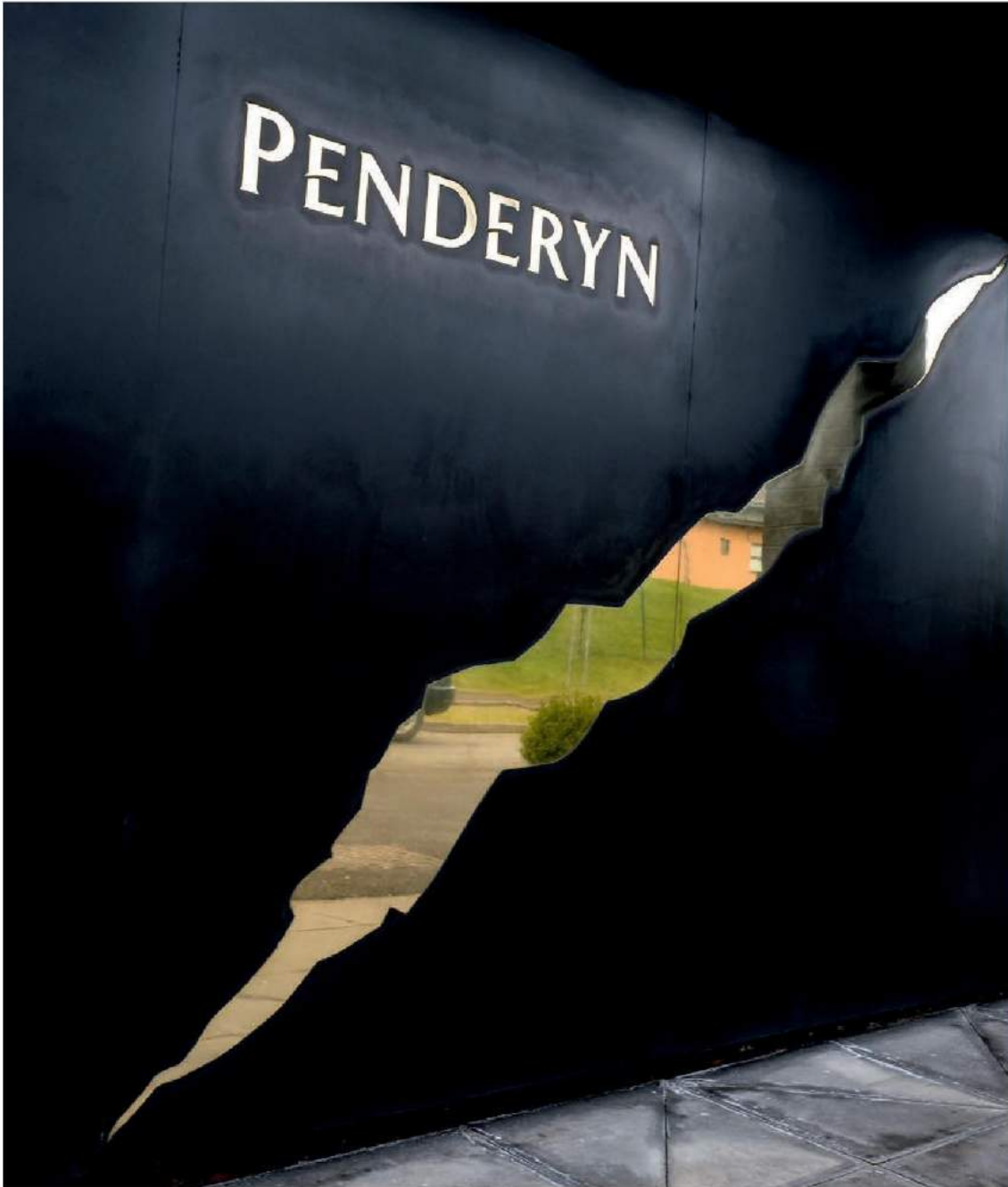


Click the image below to open the pdf.



And finally, an article on Penderyn written by eminent Whisky writer Dave Alcock for Whisky Quarterly in 2016

◆ Global View ◆





P

53

Penderyn: part of a bigger conversation

Wales' first whisky distillery
is taking a modern approach.

Dave Alcock uncovers
its winning formula



It is little more than a decade since the Penderyn Distillery started production in Wales. It was a landmark for the country – this was its first commercial whisky. However, Penderyn's foundation prompts the question: what connection does a distillery have with its surroundings? As a new venture in a new location in the British Isles, Penderyn comes without the "privilege of heritage" stretching back hundreds of years, the grainy black-and-white photographs adorning musty and damp rock walls, the graffiti of generations etched in the architecturally suspect nooks and crannies that seem to be epitomise many of our older distilleries.

You could be forgiven for missing Penderyn Distillery. It nestles by the side of an innocuous A-road, on a ribbon development that offers no clues to history or context. You might drive through, only glimpsing the seam of gold on the distillery facade out of the corner of your eye, and . . . gone. That would be a shame. Heading north on the A4059, take a left turn just past the distillery and you are quickly into rustic byways, slate-grey pubs and the cemetery-stone overgrowth of a different time. Get out of the car and you're walking in the footsteps of Welsh sinners wending chapel way, catching whispers of gossip in fading dialects on unalloyed Welsh air. It is peaceful, bucolic, tinged with nostalgia . . . but back to business.



I arrived at Penderyn village with five minutes to spare – five minutes in which to compose, focus, savour. I'd done no preparation. I was coming in cold, quietly confident that the conversation that was about to take place would be enjoyable, illuminative, interesting and, perhaps most importantly, underpinned with passion. I was not disappointed.

I wasn't even sure who I would be meeting other than Jon Tregenna, the Marketing Manager, who gave me a warm welcome. My brief was remarkably simple – just two words: Penderyn Distillery. After a short introduction and a skip up the stairs to the Boardroom, I met Stephen





The cultural currency of their marketing hints at a more recent past



due to shortage of stock, but also the realisation that you can make good NAS whisky. It was nice that we there early and it hopefully gives us some credibility."

I was curious to know if there were any plans for diversification into the "age statement" market. My question was met with an unequivocal and unified, "No" from Sian, Steve and Jon. Steve went on to say: "We don't plan to put an age statement on the whiskies. We might do special editions, for example Vintage 2000, but it would be wrong of us, almost dishonest, to suddenly say that age statements are important."

So first principles were established: honesty, commitment to high-quality spirit and a sense of Penderyn's place in relation to Brecon and the wider Welsh context. How to "grow the product" then? The honesty associated with their commitment to the whisky is echoed in the marketing choices that they have made. While not shunning the traditional Welsh cultural stereotypes, Penderyn's message selectively taps into icons that resonate with what one might guardedly call a more contemporary audience. There is none of the traditional Welsh folksiness that for many would have been the obvious choice for the first commercial whisky produced in Wales. There are no leeks, no Welsh ladies in tall hats spinning wool outside a *bwthyn* by a *lyn*, no daffodils. Instead there is a contemporary thread that connects to a modern Wales. The cultural currency of their marketing hints at a more recent past, such as with the sherrywood-finished Dylan (Thomas) in the Icons of Wales series. It locates itself in innovative contexts, such as Welsh Rugby with the Grand Slam and That Try expressions. It also interconnects with a variety of artistic experiences, such as the Welsh National Opera and the Penderyn Music Book Prize. Interestingly, it is only after recent discussions with their increasingly impressive European market that Penderyn has taken some more overt steps to "embrace the dragon" as it were.

"Our connections in Europe (for example, La Maison du Whis-

ky) wanted a little more Welshness connected with the brand," explains Sian. The result can be seen in the Myth expression (matured initially in ex-Buffalo Trace bourbon casks).

As someone who supports any opportunities for creativity within the whisky world and also someone who has fumbled with guitar strings for decades, I was particularly interested in the Penderyn Music Book Prize. This is the first UK prize specifically for music titles (history, theory, biography, autobiography). Any connection between literary/musical luminaries, such as prize judges John Cooper Clarke, Shane MacGowan, Beth Orton and Mark Lewisohn (in-



augural winner with his book *The Beatles – All these Years: Volume One*), and the whisky community is a certain winner for me.

So what about the future? In terms of creativity and innovation, there are exciting times ahead. The installation of Penderyn's own mash tun has enabled a more-nuanced approach to whisky production. The two pot stills and two Penderyn stills have increased opportunities to work with different styles of new-make spirit. There is also a new bespoke Penderyn bottle on the horizon which I find really exciting. The close collaboration with Dr Jim Swan, the legendary distilling consultant, is set

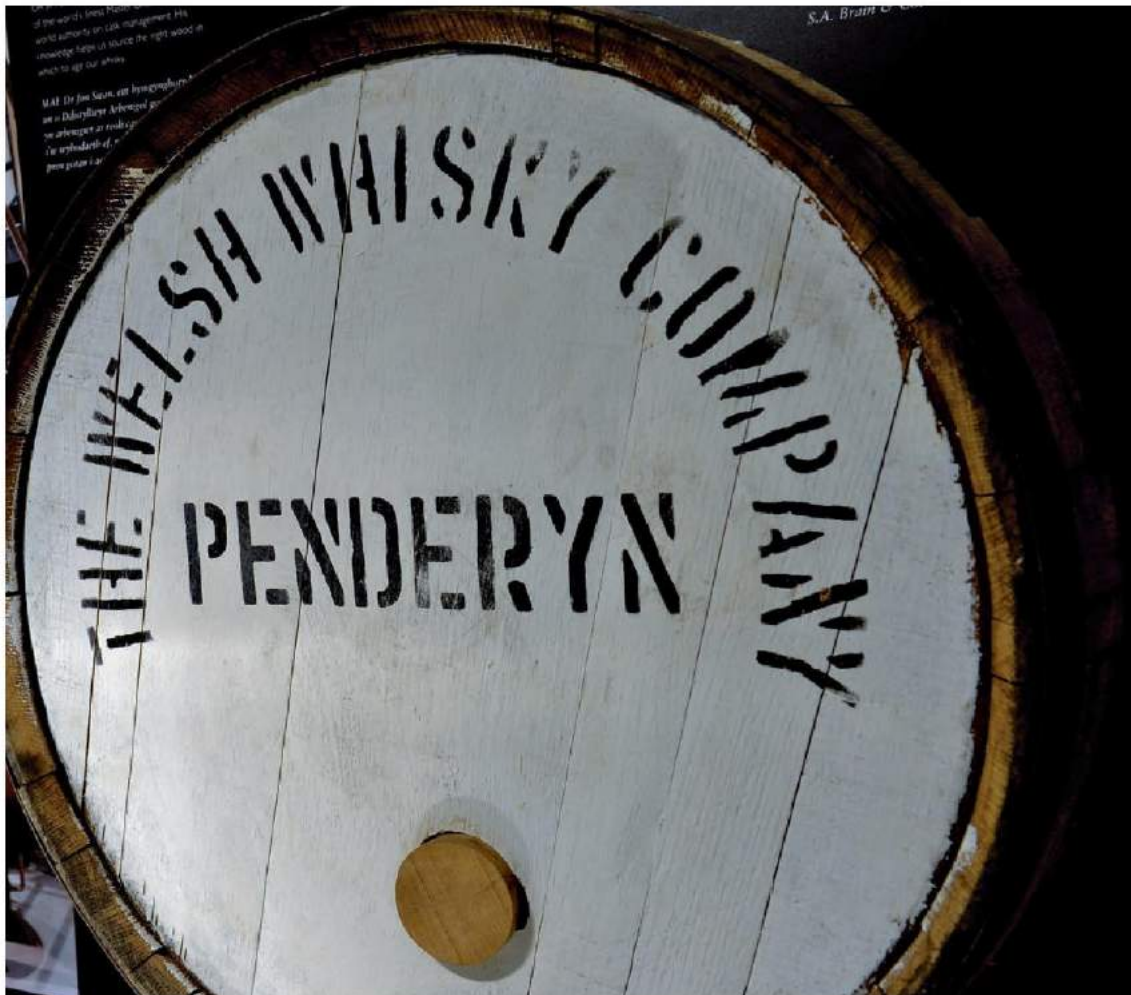
to continue. Steve referred to Jim as a tremendous force for creativity.

Jon, who is a gifted outside-the-still thinker, will continue to seek stories that are "organic and honest to the business". He goes on to say that, in relation to the context of Penderyn, "We're part of a bigger conversation". For me, it is an illuminative and telling statement. If passion was fuel, then this distillery's tanks are full.

The question, "What does Penderyn distillery mean to you?" took the trio by surprise but was answered with eloquence and honesty. Sian said: "It is part of me; it feels like my child. We get to bring the brand to

life". Steve replied with, "The first sip of Penderyn was astonishing to me. It's a very intense thing, being part of a brand." Jon, meanwhile, said, "My grandfather was from the Rhondda, just over the mountain. I've always felt a strong connection here, and Penderyn defines the spirit of Wales."

So the guardians of whisky production at Penderyn are at their posts. There appears to be an exciting creative dynamic at work that, allied with business acumen at the coal face of the whisky business, bodes well for the future of this distillery. ◆



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Thank you
Diolch yn fawr