

PENDERYN

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PENDERYN WHISKY: 100 YEARS IN THE MAKING

Penderyn Whisky is made at the Penderyn Distillery which is located in the southern foothills of the famous Brecon Beacons National Park, north-west of Cardiff, and north-east of Swansea.

Small stills existed in Wales in the 4th century, but the last whisky officially distilled in Wales was produced by the original, but short-lived Welsh Whisky Company at the Frongoch Distillery in Bala, North Wales, which closed in the early 1900s. Other notable characters in Wales' whisky past include David Lloyd George, the only Welsh Prime Minister of Great Britain, who introduced the '3 year/1 day' rule for whisky maturing; and Evan Williams (from Dale in Pembrokeshire) who was one of the founders of the American Bourbon industry.

The idea for Penderyn was conceived by a group of friends sitting around a pub table in The Glancynon Inn in nearby Hirwaun, who decided to re-introduce the lost art of whisky distilling to Wales when they bought an un-commissioned whisky still designed by Dr David Faraday, a descendant of the famous Victorian scientist, Michael Faraday. Their dream was to create a world class single malt whisky.

On Thursday 14 September 2000 the first distillation was carried out. The whisky is distilled in a unique single column still, producing a flavourful spirit at 92% abv which is

married with water from the Brecon Beacons. The late great Master Distiller Dr Jim Swan came on board in 2002 and his vision helped create Penderyn's unique style. Penderyn Whisky was launched in the presence of HRH Prince Charles on St David's Day, 2004.

Penderyn is an independent distillery, employing around 50 dedicated craftsmen, staff and professionals and has around 60 shareholders.

It is now one of the most influential Welsh exports, respecting the long heritage of whisky production and combining this with an innovative approach to distilling, marketing and branding.

Outgoing Wales Government First Minister Carwyn Jones described Penderyn as '*...one of the great Welsh manufacturing success stories of recent times.*'

In June 2016 it was announced that a 2nd Penderyn Distillery was being planned for the historic Copperworks site in Swansea, and a 3rd being discussed for Llandudno in North Wales.

DISTRIBUTION

Penderyn is available from all UK multiples and fine wine and spirit merchants; and online from www.penderynstore.com, and other major online retailers.

Half bottles, miniatures, gift packs, merchandise and accessories are also available.

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

From Wales to the world...

Our latest awards...





OUR PROCESS

SPIRIT

Penderyn whisky is distilled from a high quality malted barley wash which we produce on site in our mash tun. The new whisky spirit is produced from this barley wash in our unique whisky still. The 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 water from the Brecon Beacons. 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'*. The area is known for its mountains, farmland and waterfalls.

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.

Our distilling team nose and score 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 supply the very best Madeira houses. (We also use Peated, Sherrywood, Red Wine, Portwood and other 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 the company's branding is given precise attention. Penderyn Director Glenn Tutssel, one of the UK's eminent alcohol branding designers, heads up the design team. Our 46% abv 'Gold' range incorporates the Welsh Gold theme in its new bespoke bottles.

In 2015 we launched a new range of 41% abv single malts – the 'Dragon' range – 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' iconic 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: 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



Selection of Penderyn entries from Jim Murray's Whisky Bible

2019 Edition

Celt – 95/100

'I doubt if any smoked whisky anywhere in the world is as delicate as this.'

Legend 95.5/100

'A truly brilliant whisky underlining Penderyn's World Class credentials.'

Madeira 96/100

'My old mate, Dr Jim Swan, who created this profile would have been proud.'

Rich Madeira Single Cask 95.5/100

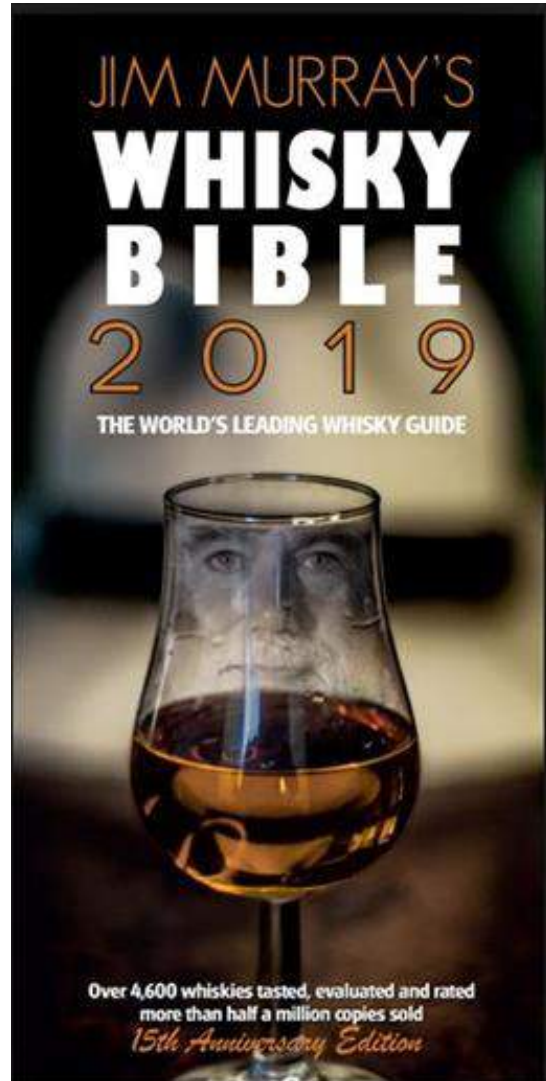
'One of the deliveries of the year. Huge, and very very rich.'

Tawny Portwood Single Cask/100

'Ridiculously good... and mind-bogglingly complex.'

Bryn Terfel 96.5/100 - 2018 European Whisky Of The Year (Multiple Casks)

'The most delicate malt ever bottled by Penderyn... ethereal. It is choreographed genius in a glass...'





A selection of quotes from previous years by Jim Murray of Whisky Bible fame. (Jim 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 its frightening'

'Perfectly, wonderfully and uniquely Welsh'

'I doubt if any smoked whisky bottled anywhere in the world is as delicate as this...'

'A clarity to the palate rare in any whisky in the world.'

'A whisky that flows effortlessly from start to finish'

'This really is the blood of life... Amazing!'

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.'*

Whisky & Distillery Selected Awards

2018

World of Whisky	Myth	Gold (Best in class)
IWSC	Worldwide Whisky – Peated	Gold (Outstanding 93/100)
IWSC	Worldwide Whisky Single Cask – Rich Oak	Gold
Jim Murray’s Whisky Bible	Bryn Terfel	Best European Whisky (Multiple)
Concours Mondial de Bruxelles	Myth	Gold
Concours Mondial de Bruxelles	Legend	Gold
Concours Mondial de Bruxelles	Celt	Gold
World Whisky Masters	Europe Premium - Sherrywood	Gold
World Whisky Masters	Europe Premium - Legend	Gold
World Whisky Masters	Europe Super Premium - Myth	Gold
World Whisky Masters	Europe Premium - Celt	Gold
World Whisky Masters	Europe Premium -Madeira	Gold
World Whisky Masters	Europe Super Premium – Bryn Terfel	Gold
Asian Masters	World Whisky - Peated	Gold

2017

Spirits Business	Grand Spirits Master	
World Whisky Masters	Europe Premium – Myth	Gold
World Whisky Masters	Europe Premium – Sherrywood	Gold
World Whisky Masters	Europe Premium – Rich Oak	Gold
ISW	Premium - Sherrywood	Gold
ISW	Super Premium - Rich Oak	Gold

2016

World Whisky Masters	Europe Premium – Celt	Gold
World Whisky Masters	Europe Premium – Portwood	Gold

2015

World Whisky Masters	Europe Premium - Myth	Gold
World Whisky Masters	European Premium - Legend	Gold
Ultimate Spirits Challenge	Chairman’s Trophy - Madeira	95/100

Awards pre-2014 not listed



OUR NEW BOTTLE

On Sept 24th 2017 we launched our bespoke new bottle at Whisky Live in Paris. It was designed by Penderyn Director Glenn Tutssel, whose design credits include Peroni and Johnny Walker. To see a video of Glenn (pictured below) explaining his design, please search, '**Youtube Penderyn Bottle**'.



DRAGON RANGE

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.



Legend

A Madeira-finish single malt whisky, bottled at 41% abv (43% in the USA)

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.

2018 Spirits Selection by Concours Mondial – Gold; 2018 World Whisky Masters Europe Premium – Gold; 2018 San Francisco World Spirits – Silver; 2015 World Whisky Masters Europe Premium – Gold



Myth

A single malt whisky matured in a range of specially selected ex-red wine and ex-bourbon casks, bottled at 41% abv (43% in the USA)

Tasting Notes

Nose: Fresh and lively, Myth has mixed citrus fruits mingling with apple, pear drops 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.

2018 Whiskies Of The World Malt Non-Bourbon Cask – Gold; 2018 World Whisky Masters Europe Premium – Gold; 2018 San Francisco World Spirits – Silver; 2017 World Whisky Masters Europe Premium – Gold; 2015 World Whisky Masters Europe Premium – Gold



Celt

A single malt whisky finished in ex-peated quarter casks, bottled at 41% abv. (43% in the USA)

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.

*2018 Spirits Selection by Concours Mondial – Gold;
2018 World Whisky Masters Europe Premium – Gold
2016 World Whisky Masters Europe Premium – Gold*

GOLD RANGE

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



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 full gold character. It is bottled at 46% abv.

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.

Balance: Oaky vanilla tones/dry sweetness

2018 Spirits Selection by Concours Mondial – Grand Gold; 2018 World Whisky Masters Europe Premium – Gold; 2017 World Whisky Masters Europe Premium – Gold



Portwood

This Portwood-finish whisky is a firm favourite among our customers in France and a real attention grabber. It is bottled at 46% abv.

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

Balance: Rich wood/chocolate & dry fruits

2016 World Whisky Masters Europe Premium – Gold



Rich Oak

A new addition to our Gold Range following on from the success of Rich Oak Single Cask and 50% bottlings, this whisky is finished in the finest rejuvenated European ex- wine casks and bottled at 46%.

Tasting Notes

Nose: Dark chocolate fudge with cinnamon and pepper spices, followed by lush fruit – green apples, mango, banana and guavas.

Palate: Rich and complex. A creamy texture with hints of vanilla, oak and cinnamon, and a hint of nutty toffee.

Finish: A creamy-vanilla flavour which is in no rush to ebb away

ICONS OF WALES



#1 – Red Flag

A Madeira finish whisky at 41% abv. Red Flag is the first edition in the 'Icons of Wales' series. It commemorates the first time a red flag was raised as a symbol of social protest. This happened during the 1831 Merthyr Rising, which ended in the execution of miner Dic Penderyn, aka Richard Lewis.

TASTING NOTES

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

Palate: This single malt whisky is incredibly smooth and both fresh and rich dried fruits abound. Delicate and sweet on the palate with just a hint of bitterness.

Finish: A refreshing malt, it slowly presents a long finish leaving an aftertaste of Madeira cake and sultanas.



#2 - Independence

The second 'Icon of Wales' is called Independence and commemorates the signing of the American Declaration of Independence in 1776. The emerging statesman Thomas Jefferson, who went on to become one of America's most famous presidents, was one of the fifty-six men who adopted the Declaration of Independence. Wales is a small country yet Jefferson and fifteen of his fellow signatories had Welsh roots.

TASTING NOTES

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

Palate: This single malt whisky is incredibly smooth and both fresh and rich dried fruits abound. Delicate and sweet with just a hint of bitterness to remain refreshing.

Finish: The whisky slowly presents a long finish leaving an aftertaste of Madeira cake and sultanas.



#3 – Dylan Thomas

A new addition to our Gold Range following on from the success of Rich Oak Single Cask and 50% bottlings, this whisky is finished in the finest rejuvenated European ex-wine casks and bottled at 46%.

TASTING NOTES

Nose: Dark chocolate fudge with cinnamon and pepper spices, followed by lush fruit – green apples, mango, banana and guavas.

Palate: Rich and complex. A creamy texture with hints of vanilla, oak and cinnamon, and a hint of nutty toffee.

Finish: A creamy-vanilla flavour which is in no rush to ebb away



#4 – That Try

As 2015 was Rugby World Cup year, we were delighted to announce the launch of our fourth in the series 'Icons of Wales' called simply 'That Try'. That Try recounts the highlight of the match that took place on the 27th of January 1973 in a packed Cardiff Arms Park, when the Baa-Baas scored what is regarded as the greatest try ever seen. The edition, which features a specially commissioned drawing of Gareth Edwards on the black bottle and comes in a handsome black and white box to match the famous Baa-baas kit, is a Peated Single Malt Whisky at 41% abv.

TASTING NOTES

Nose: Mild aromas of peat smoke, early morning at the rocky seaside and warm marmalade on toast all compete for our attention. A very fresh and clean whisky, beautifully distilled, which gives pleasure from the very first sip.

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

Finish: Slight bitterness follows, which leaves a long and lingering fresh taste in the mouth.



#5 – Bryn Terfel

A bourbon cask whisky at 41% abv. The latest in our 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 reflects the character of Falstaff.

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.

2018 Spirits Business World Whisky Masters Europe Premium – Gold; 2018 Jim Murray's Whisky Bible European Whisky (Multiple Cask) – Best in class

LIMITED EDITIONS & SINGLE CASK

Our Distillery Manager, Laura Davies and our Blender, Aista Jukneviute (both of whom trained under the expert direction of Dr Jim Swan) together with Trainee Distiller Bethan Morgans 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 oak boxes and can be individually numbered and/or signed by a senior member of the Penderyn team.

One of our recent single casks, Rich Oak, bottled at 59.8% won a Gold medal at the IWSC awards in the Worldwide Single Cask category.

We also produce special editions such as our current Rich Oak, a 50% abv whisky which won Gold Awards in the Super Premium Category at both the Spirits Business World Whisky Masters and the ISW International Spirits Awards, both in 2017.



THE DISTILLING TEAM

The distilling team at Penderyn comprises Laura Davies & Aista Jukneviute who trained under the expert direction of master blender Dr Jim Swan* (1st pic – L-R: Aista, Dr Swan, Laura). They have recently been joined by our newest recruit – Bethan Morgans (2nd pic – centre). Dr Swan was involved with Penderyn Distillery since 2002 and was charged with creating the unique style of Penderyn single malt. Jim 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. A tribute to him can be found here:*

www.penderyn.wales/news



SPIRITS



Brecon Gin

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

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



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.

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.

2018 World Gin Masters – Super Premium Category Gold; 2017 Spirits Selection by Concours Mondial- Gold; 2017 Gin Guide People's Choice Award



FIVE Vodka

FIVE is a premium 43% abv vodka made with using water from the Brecon Beacons National Park. 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.

2018 World Vodka Awards – UK Pure Neutral Category – Winner; 2017 International Spirits Challenge – Gold; 2016 International Wine & Spirits Awards – Silver



Merlyn Cream Liqueur

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

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.

2018 World Liqueur Awards – UK Cream Liqueur – Winner; 2016 International Wine & Spirits Awards – Silver

VISITOR CENTRE

Penderyn Distillery opened its doors in June 2008 with the launch of a 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, learn how Penderyn is produced 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 42,000 people in 2018. 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/





KEY WELSH WHISKY DATES

4th century

Archaeology suggests there were small stills throughout Wales

1705

Evan Williams a founding father of the Kentucky Bourbon Whiskey Company, arrives in the US after leaving his home in Dale, Pembrokeshire.

1889

A distillery opens in Frongoch, Bala, North Wales

1903

Frongoch distillery closes down

1916

Welsh-born Prime Minister David Lloyd-George brings in legislation stating that whisky must be stored in a barrel for 3 years and a day. This was to try and get rid of private stills, but inadvertently helped create the premium whisky industry

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 launched in London

9th November 2005

Penderyn 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

7th April 2015

The inaugural Penderyn Music Book Prize winner announced: www.penderynprize.com

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

September 2017

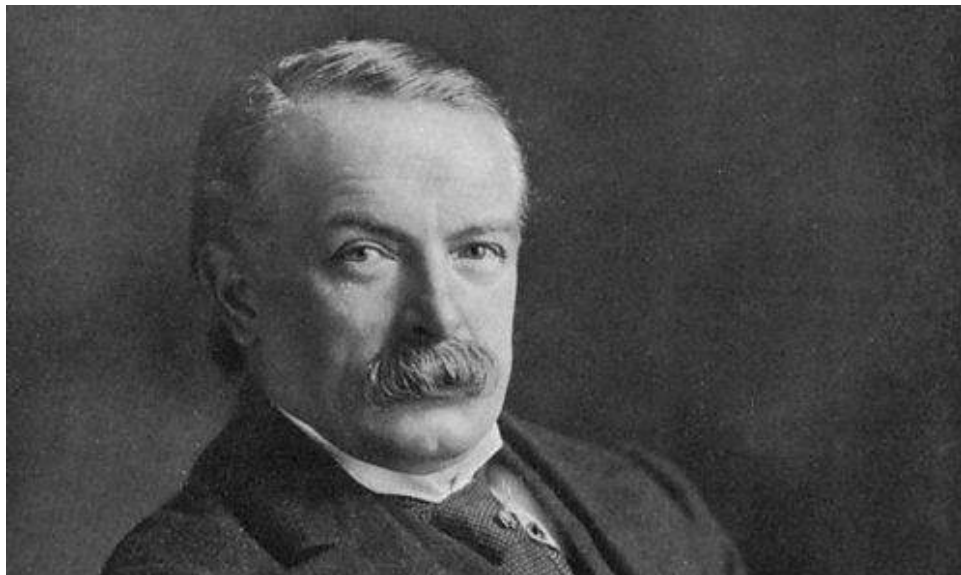
New Penderyn bottle launched at Whisky Live Paris

25th December 2017

Penderyn named as the UK Prime Minister's favourite Christmas drink

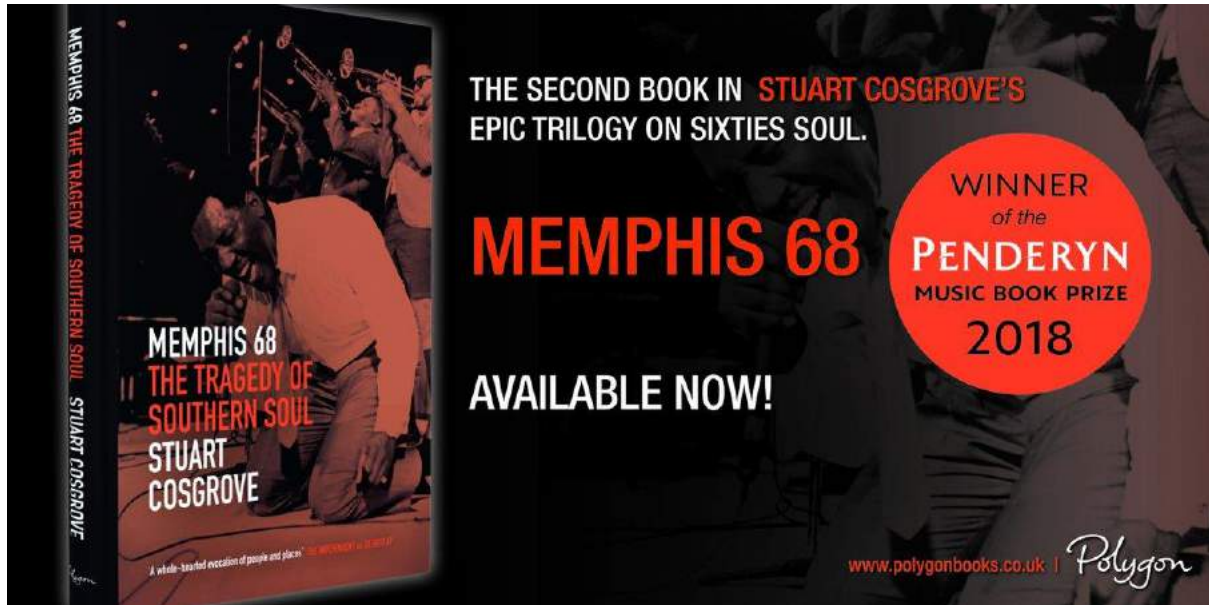
Sept 2018

A record year for sales



The Penderyn Music Book Prize

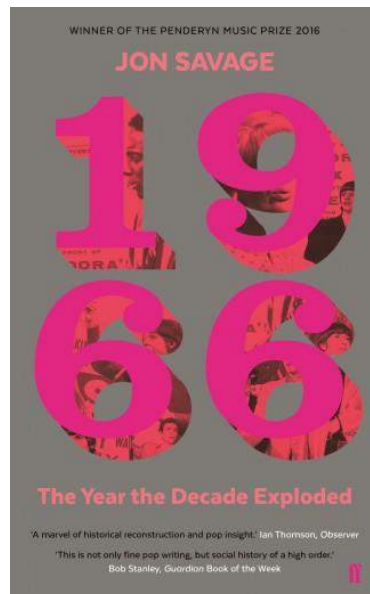
2018 Winner



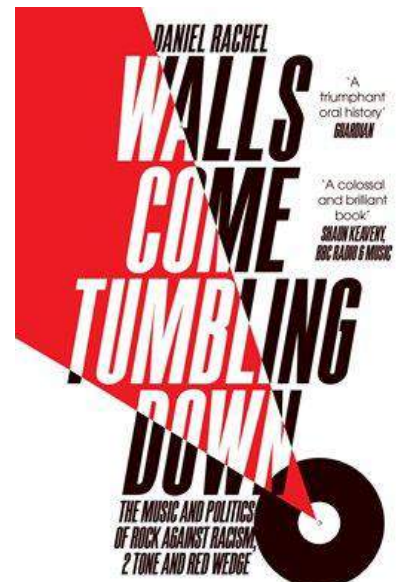
Winner 2015



Winner 2016



Winner 2017



For more info go to www.penderynprize.com

SOCIAL MEDIA

We are very active on social media and news and updates are posted on Facebook, Instagram and Twitter regularly. Penderyn was recently named the 4th top brand in Wales for Social Media Engagement.



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.
Below are the recent ones.

We also have a document of stories from 2015-2017

If you wish to receive a copy, please email jon@penderyn.wales



Presenting Rich Oak, a new addition to our Gold Range – 23rd October 2018

Rich Oak has previously been only available as a limited batch offering at 50% abv. and as a Single Cask at 59.8% abv. In both forms it has won Gold Awards – the 50% winning Golds in the World Whisky Masters and the ISW International Spirits Awards in 2017, and the Single Cask winning Gold at the prestigious IWSC awards earlier this year.

We are delighted to announce that, for the first time, Rich Oak has joined our Gold Range (bottled at 46% abv), alongside Madeira, Sherrywood, Portwood and Peated. Whereas in the past it has been limited in supply, by making the transition to our flagship range Rich Oak will now have a permanent presence and so be much more accessible to a wider audience.

Rich Oak, like all our whiskies starts off life in ex-bourbon casks, but in this case, it is finished in a selection of the finest rejuvenated European ex-wine casks.

Stephen Davies, Penderyn's Chief Exec, said, '*Penderyn Whiskies are going from strength to strength - literally in the case of Rich Oak - and we are delighted to be able to add this wonderful and much sought-after whisky to our flagship range.*'

Tasting Notes:

Nose: Dark chocolate fudge with cinnamon and pepper spices, followed by lush fruit – green apples, mango, banana and guavas.

Palate: Rich and complex. A creamy texture with hints of vanilla, oak & cinnamon, and a hint of nutty toffee. Rich and complex. A creamy texture with hints of vanilla, oak and cinnamon, and a hint of nutty toffee.

Finish: A creamy-vanilla flavour which is in no rush to ebb away.

Rich Oak has a RRP of £45 and is now available from our Distillery Shop and our online store (www.penderynstore.com) before it hits the shops in a few weeks.



For media information, please contact:

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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

DISTILLERY

PENDERYN WINS FOUR MORE GOLD AWARDS – 1st Oct 2018

We are again delighted to announce that we have won more Gold Awards. This brings us up to 13 Gold Awards across five competitions this year. Most recently Myth from our Dragon Range won Gold (Best in Class) at the highly-rated US-based Whiskies of the World Competition 2018 in the Malt Non-Bourbon category. Also at the awards, our Gold Range Madeira 46 won Silver Outstanding in the Malt Non-Bourbon category and Celt won Silver in the Malt Peated Medium category.

This is particularly pleasing as we now have 5 expressions available in the US through our importers Impex Beverages of San Francisco. The results were featured on the Whisky Intelligence website where our bottles were described as having a, 'sexy new look.' (Ahem...!) But it is true. The bottles look fantastic and the whiskies are seducing all who try them for the first time, with reports of a recent whisky show in Dallas where people were queuing five deep at the Penderyn tasting table. This all helps with our mission to take Penderyn to all 50 US states. We're currently in 26, with another 22 opening up once the paperwork is sorted.

Meanwhile in the Spirits Selection by Concours Mondial de Bruxelles awards, which were held in Bulgaria, we picked up golds in the Europe Premium category for the complete Dragon range: Penderyn Legend, Myth and Celt. Exciting times for Penderyn and all its customers in the US and around the world.



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www.penderyn.wales



Introducing a Travel Retail Exclusive: Penderyn Faraday – October 1st 2018

Penderyn are delighted to announce a new whisky which will be exclusively available in travel retail outlets, such as World of Whiskies (London airports initially) and the World Duty Free outlets in Bristol and Cardiff airports.

Penderyn Faraday is a 46% whisky and is presented in our bespoke Gold Range 70cl bottle which we launched last year. It begins life in ex-bourbon casks and is finished in ex-ruby port casks. It is named after our unique Faraday still (designed by Dr David Faraday when he worked at the University of Surrey) which produces a pure, flavoursome and fresh spirit at an industry high of 92%.

As well as the above and our already extensive range in Cardiff airport we are also announcing an extension to the range in Bristol Airport to include Penderyn Madeira Finish (46% abv, 70cl), Penderyn Sherrywood (46% abv, 70cl), Brecon Botanicals Gin (43% abv, 70cl) and Merlyn Welsh Cream Liqueur (46% abv, 70cl).

In 2018 alone Penderyn's whiskies have won 13 Gold Medals from five International Awards based across the globe, and together with this new travel exclusive it's truly an exciting time for our distillery as we take our award-winning whiskies and spirits from Wales to the world.

Penderyn Faraday Tasting Notes:

Nose: Gently light Ruby Port with perfume of fruits, raisins and vanilla notes.

Taste: Delicate and creamy with dried fruits, very floral honey and wood spices

Finish: Medium and gentle, sweet but at the same time has a nutty dryness



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Two More Golds from the highly prestigious IWSC Awards – 7th August 2018

The golds keep coming for Penderyn. After the six recent Gold awards from the 2018 World Whisky Masters we are delighted to report that we have won 2 Golds at the highly prestigious International Wines & Spirits Competition (IWSC).

Firstly, our Gold range Peated 46 won Gold (Outstanding) award in the Worldwide Whiskies category. This is a great achievement and the whisky scored 93/100. Secondly, our Rich Oak Single Cask, bottled at 59.8% won the Worldwide Cask Strength award.

Penderyn's Chief Executive, Stephen Davies, said, 'This is a great result. The IWSC is a very prestigious competition. These gold awards are a sign that all the hard work done by everyone in this company – be they packers, still-men, managers, admin, Visitor Centre and warehouse staff – is paying off. We have a great team and they will all be very proud.' Stephen went on to say, 'In the early days of Penderyn I went to an IWSC dinner in London and ended up sitting alongside the late great jazz singer and TV star, George Melly. He was a big Penderyn fan and also had a house nearby the distillery.' So if George is looking down on us we'll raise a glass of IWSC-winning whisky in his honour.

In 2006 Melly said to Wales Online, 'I would not go on stage at Brecon Jazz before I had a glass of Penderyn! I have been down to the distillery and I got to meet all of the people who so lovingly distil Penderyn. When I first tasted it, I thought it was absolutely delicious.'

These awards come shortly after winning 6 Golds at the Whisky Masters 2018 and a further gold at the The Asia Masters 2018. It's an indication of how much the distillery is becoming established as a force to be reckoned with amongst the public and the whisky connoisseurs alike.



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Meet Penderyn's Distilling Team – 24th July 2018

It's generally known that women have better noses than men when it comes to detecting aromas. There are many women distillers across the spirits industry, but Penderyn is probably unique in that their distilling & blending team are all women. Whilst they have specific roles and responsibilities, they meet together regularly to nose new batches of spirit & whiskies and work very closely together.



The distillery team is headed up by Laura Davies, who as Distillery Manager looks after the day-to-day running of spirit production. Laura gained a BSc (Hons) in Criminology at the University of Glamorgan – 'At the interview our Chief Executive asked, 'Do you know much about whisky?' When I responded that I didn't he said, 'Well, this is Dr Jim Swan, one of the leading whisky experts in the world'. For the next hour or so Dr Swan took me through a fairly comprehensive nose and taste test to determine if I had the ability to conduct sensory assessments on our new make spirit, maturing spirit and finished products. I could barely speak I was so nervous but thankfully Jim saw some potential and went on to become my mentor for the next five years.'



Aista Jukneviute is Penderyn's Blender. It's her job to decide when whiskies have matured, and to help develop expressions of our whisky both existing and new. Aista gained an MSc in Chemical Engineering from Kaunas University in Lithuania but now calls Brecon home - 'The most satisfying part of the job is working together with our great colleagues, meeting customers and whisky lovers all over the world. It's so rewarding seeing peoples' reaction on trying our whisky for the first time and they clearly love it. It's also always wonderful when we win awards as it validates the hard work put in by everybody at the distillery.'



The newest member of the team is Trainee Distiller Bethan Morgans, who is from nearby Aberdare and gained a BSc (Hons) in Public Health Nutrition at the School of Food in Cardiff Metropolitan University. For those interested in distilling, Bethan had this advice – 'Try and get as much on the job training as possible as it is so much more exciting than theory-based training. Working in a distillery is exciting and unpredictable and gaining some hands-on experience is the best way to prepare you for the role of a distiller.'

The team agree that distilling is about getting stuck in and being prepared to get your hands dirty. 'The detail of the day-to-day running of the distillery is where you can really make a difference to the quality of the product,' said Laura. 'The best results don't always come from textbooks but from experience and experimentation – don't be afraid to think for yourself.'



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Penderyn's Record Gold Haul at World Whisky Masters – 16th July 2018

We've been picking up gold medals at international whisky shows for a few years now, but were nevertheless absolutely thrilled to discover that we have won no less than 6 Gold medals at the Spirits Business World Whisky Masters 2018.

The gold-winning Penderyn whiskies were Legend, Myth and Celt from the Dragon Range; Madeira and Sherrywood from the Gold Range, and the Icons Of Wales edition, 'Bryn Terfel', which also picked up the title of European Whisky of the Year in Jim Murray's 2018 Whisky Bible.

Stephen Davies, Penderyn's Chief Executive, said, 'Naturally we are delighted with this result. Our team put in so much effort and to be rewarded in this way is fantastic. Interestingly the only 2 other bottles in our main Gold and Dragon ranges – Portwood and Peated, have both won golds elsewhere in the past year, so we can safely say that Penderyn is a new form of Welsh gold. With this validation, and with exports growing, it's clear that Penderyn is establishing itself in the whisky world and we're very excited for the distillery's prospects in years ahead.'

The Spirits Business is a renowned trade magazine founded in 2007 and based in London. Judging was by a panel of leading spirits and on-trade specialists.



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PENDERYN

DISTILLERY

Penderyn Lands in the US! – 4th July 2018

It is Independence Day and Penderyn Distillery is delighted to announce that, in partnership with highly respected distribution company ImpEx Beverages in South San Francisco, we have expanded our range of Penderyn Single Malt Welsh Whiskies available in the United States of America.

The Dragon range of 750ml bottlings have an ABV of 43%. The range consists of Legend (a light Madeira finish), Myth (a rich and fruity whisky) and Celt (an unusual smoky finish). Myth won Gold at the World Whisky Masters in 2017 and alongside Legend also won Gold in 2015, whilst Celt won Gold at the same awards in 2016. In 2018, both Legend and Myth won silver at the prestigious San Francisco World Spirits Competition.

In addition to the Dragon Range, two expressions from our Gold Range (750ml and 46% ABV) – Madeira and Sherrywood – are also on their way from Wales to the US. In 2017, Sherrywood and Madeira won Gold at the World Whisky Masters. Sherrywood also picked up the ISW award in 2017.

This increase in our distribution to the US is due to the work of Sam Filmus and his team at ImpEx Beverages, who have specialised knowledge about introducing premium whiskies to liquor fans in the US.

Sam Filmus (pictured below in the US) said, 'After the success of the Dragon range at Whiskies of the World in the Bay Area this year we are receiving numerous inquiries about their arrival in the US. We can't wait to launch the beautiful new bottle design of Madeira and Sherrywood and are anxiously awaiting their coming arrival. The team at Penderyn is very passionate about what they do and we feel it shows in their whiskies. We are excited about our partnership with Penderyn and are looking forward to its success in the months to come.'

Meanwhile, back in Wales, Stephen Davies (also pictured), Chief Exec of Penderyn said, 'The USA is a major market for single malt whisky and we are very excited about releasing five expressions of our award-winning Welsh malts. We have strong connections with the US as we use ex-bourbon casks from Kentucky in our maturation process, and there are many historical links between Wales and the US including the fact that 16 of the signatories on the Declaration of Independence were of Welsh heritage. We are delighted to be working with ImpEx Beverages who understand premium spirits and we are sure that our partnership with Sam Filmus and ImpEx Beverages will go from strength to strength.'



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Penderyn Designer Given Freedom of the City of London – 3rd July 2018

Glenn Tutssel FRSA is a Penderyn director and the man behind the Distillery's branding, looking after all elements of design including the bottles, packaging and exhibition spaces. Glenn recently crafted the new bespoke bottle for our award-winning range of Gold whiskies. He's much appreciated around these parts and so we were very pleased to hear that he has been given The Freedom of the City of London and become a member of the Livery of the Worshipful Company of Distillers. Former recipients of the Freedom of the City of London have included David Lloyd George, Winston Churchill, Michael Caine and J K Rowling.

Born in Barry, Glamorgan, South Wales, Glenn studied Design at the University of the Arts, London School of Communication and then went on to found the Branding agency Brand Inspiration Limited. He designed the Welsh Definitive Stamps for the Royal Mail, and designed and directed projects for Diageo, William Grant, Peroni, Bacardi, Credit Suisse, Fidelity and the BBC. He is a Fellow of the Royal Society of Arts and sits on the Royal Mail Stamp Advisory Committee. He has won numerous awards for his work, including Clios, Communication Arts Awards of Excellence, D&AD Yellow Pencils, Graphis Golds and the Roland Hill Award. His international Design Conference speaking engagements have included New York, Paris, Mumbai, Utah, Amsterdam, Cape Town, Tokyo and Hong Kong.

Glenn's handiwork will be seen on the next Icons of Wales bottle which will be released later this year. You can see Glenn talking about the new Gold range bottle by going to Penderyn Distillery's Youtube channel.



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PENDERYN

DISTILLERY

Vodka, Gin and Merlyn win Major Awards - 3rd July 2018

We are thrilled to announce that our spirits have won three major international awards. Brecon Botanicals Gin won Gold in the Super Premium Category at The Gin Spirits Masters 2018, which is run by The Spirits Business. As gin is becoming more and more popular competition was hotter than ever, so this is a notable achievement. Judges included Melita Kiely (Deputy Editor The Spirits Business), Amy Hopkins (Editor, The Spirits Business), Nik Koster (Founder, A World of Gin), Anthony Moss (Director of Strategic Planning WSET), Elise Craft (Whisky Squad Co-Ordinator), and the spirits buyer for Harvey Nichols.

At the World Drinks Awards 2018 both our Merlyn Cream Liqueur and our FIVE Vodka won top awards with Merlyn Cream Liqueur winning the UK Cream Liqueur Gold Medal. The Chair of Judges was Cherry Constable, an independent drinks writer who specialises in wines and spirits.

Brecon FIVE Vodka won the UK Pure Neutral Category. The judges were Mehdi Ichedadene from Paris who works for the Melia White House Hotel in London; Fabio Immovilli who runs the AIBES Bartending Courses; Karol Terejli from Poland, a renowned Mixologist, and the Chair was Veronika Karlova from Slovakia, a noted Vodka journalist.

Stephen Davies, Penderyn's Chief Exec, said, 'We already have national listings in the UK multiples for these spirits, and these awards only go to confirm that the products are of the highest quality, and will help raise the shelf profile for consumers. We are absolutely delighted that whilst our whiskies are regular award winners, our spirits are now being heralded as some of the best in the world.'



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PENDERYN

DISTILLERY

Penderyn in Parliament - 12th June 2018

On June 6th 2018 the Secretary of State for Scotland, David Mundell, mentioned Penderyn Welsh Whisky during Scottish Questions in the Commons. He said, 'I will indeed, and the Secretary of State for Wales would be unhappy if I did not also reference Penderyn, the whisky made in Wales. I can assure my right hon. Friend that I will take exactly that action in relation to all the United Kingdom's whisky products.'



During these politically uncertain times because of BREXIT it's great that the whisky industry, in particular, is being referenced as it is a major export for the UK. Then we got to thinking... how many other times has Penderyn been mentioned in the Houses of Parliament or the House of Lords...? It turns out we have made the pages of HANSARD on no less than 6 occasions, including the one above...



21st March 2018 – Lord Hain (Lab) – 'I am sure my noble friend will agree with this point. Mention has been made of Scottish whisky—Scottish single malts and so on—but the best single malt in Britain comes from the Penderyn distillery in Wales.' To which **Lord Wigley (PC)** replied... 'Not only do I agree with my noble friend but I will surprise the Committee by reminding him that Penderyn whisky was in fact formulated as a result of devolution itself. It was on the evening of the setting-up of the National Assembly that people came together and thought, "Now we have to start doing something to help ourselves in Wales. What shall we do?" They concluded that a whisky would be one way forward. As they say, the rest is history—a very enjoyable and successful history. I thank my noble friend for reminding me of that.'



8th March 2017 – The Secretary of State for Wales Alun Cairns (Con) – 'Wales is an exporting nation. Welsh lamb, Penderyn whisky and Anglesey sea salt are all known well beyond our own borders, but we can do more.'



16th March 2016 – Patrick Grady (SNP) – 'As the hon. Gentleman is being so generous to the cause of Scotch whisky, it is only fair to recognise the impression that the Welsh whisky, Penderyn, has made on the palates of members of the all-party group on Scotch whisky.'



9th March 2016 – Andrew Percy (Con) – 'I declare an interest as an avid Scotch drinker. In fact, I drink all sorts of whisky, whether it is Arkansas rye whiskey or my particular tippie of Highland Park. Or there is even the whisky produced by the English Whisky Co., which is very good, or Penderyn, which is very lemony, very citrusy, very nice.'



18th June 2015 – Craig Williams (Con) – 'Wales is home to some of our country's finest food and drinks: Welsh lamb, Brains beer and Penderyn whisky, to name a few.'



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Penderyn Whiskies: From Wales to the United States – 13th April 2018

Penderyn Distillery are delighted to announce that they are now able to showcase a range of expressions of their unique single malt whisky for the first time in the United States. They have partnered with the highly respected drinks distribution company ImpEx Bev, who are based in San Francisco, California.

Sam Filmus, President and Managing Director of ImpEx Bev, said, 'We are thrilled beyond words about Penderyn being added to our family of spirits. Following our ImpEx philosophy of selecting the best quality spirits sourced from different parts of the world, Penderyn is a perfect fit. Additionally, it is the only major distillery in Wales which only adds to its uniqueness. Plus, what fuels our excitement even more is the fact that the late great Dr Jim Swan was their distillery consultant from day one. The cherry on top is the wonderful people behind this brand. We can't wait for the American public to have a taste.'



Wales and the US have a long relationship, especially in the field of whisky as Bourbon pioneer Evan Williams, founder of the distillery that bears his name, was born in Dale in Pembrokeshire, south west Wales. Going back further than that, there were 16 signatories of Welsh descent on the Declaration of Independence and Abraham Lincoln and Thomas Jefferson were both of Welsh origin.

Penderyn have been distilling since 1999 and use a unique single column still which produces a fresh and fruity spirit at an industry high of 92%. They use this to create a range of award-winning whiskies which they export across the globe. Stephen Davies, Chief Executive of Penderyn, said, 'We are very excited by this partnership. We firmly believe that Sam and his great team will help us make inroads into the US market, and help people discover what a great addition Penderyn is to the world of whisky.'



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Stuart Cosgrove wins the Penderyn Music Book Prize 2018 – April 12th

The Penderyn Music Book Prize is the only UK-based book prize specifically for music titles, including history, theory, biography & autobiography. The 2018 award ceremony took place at the Laugharne Weekend on Sunday 8th April. The winner was **Stuart Cosgrove** for **'Memphis 1968 The Tragedy Of Southern Soul'** (Polygon) and he received a cheque for £1000 and a bottle of Penderyn Rich Oak Single Cask worth £300.



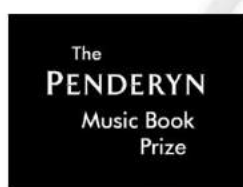
The winning author, a former NME journalist and Channel 4 Executive, is pictured above with Richard Thomas of the Laugharne Weekend and organiser of the prize (left), and Jon Tregenna, Penderyn's Media Manager (right). Stuart said – *'Winning this award, amongst such formidable competition, is a privilege. It reflects the widespread public interest in popular social history and soul music. It also highlights the range of books being published independently in Scotland. I am delighted to accept the award. I have a passionate belief in the creativity of small nations and see Penderyn as a very inspiring example of that.'* The prize was featured in The Guardian, The Times, and even mentioned in the Scottish parliament as Stuart is something of a national icon north of the border!

Judges included comedian Simon Day, writer Laura Barton, DJ Gemma Crainey and musicians Jim Sclavunos, Jah Wobble and Jason Williamson of the Sleaford Mods, who said of the winning book – *'The Penderyn prize introduced me to subjects and artists I wouldn't have normally bothered with. In the case of Memphis 68 I found an old passion for soul reignited, but this time round I got an idea of its political undercurrent.'*

Stephen Davies, Penderyn's Chief Exec, said – *'It's a brilliantly researched and written book. We are delighted that Stuart has won this year's prize, and it's especially great that a proud Scotsman is taking a Welsh whisky back home...!'*

You can see a lovely film of the prize ceremony by going to Youtube and searching for 'Penderyn Prize 2018'.

For more information, please visit www.penderynprize.com



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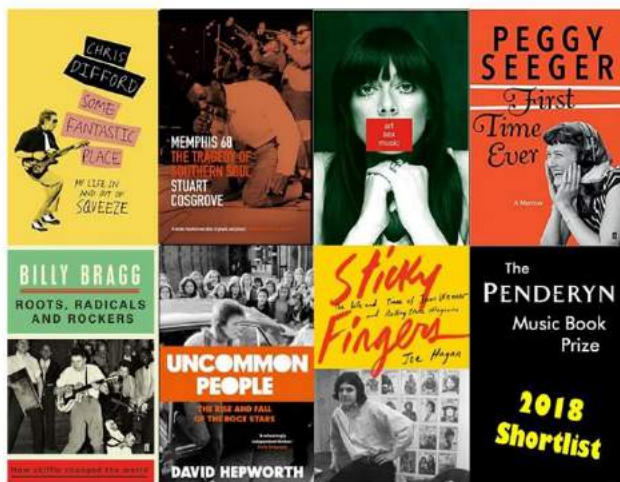
PENDERYN MUSIC BOOK PRIZE SHORTLIST – March 7th 2018

The shortlist for 2018's Penderyn Music Book Prize was announced by organiser Richard Thomas (see pic) at the Boogaloo pub in Highgate, London on Tuesday 6th March.

The shortlist is: **Roots, Radicals and Rockers: How Skiffle Changed the World** by Billy Bragg (Faber), **First Time Ever: A Memoir** by Peggy Seeger (Faber), **Art Sex Music** by Cosey Fanni Tutti (Faber), **Some Fantastic Place: My Life In and Out of Squeeze** by Chris Difford (Weidenfeld & Nicholson), **Sticky Fingers: The Life and Times of Jann Wenner and Rolling Stone Magazine** by Joe Hagan (Canongate), **Memphis 68: The Tragedy of Southern Soul (The Soul Trilogy)** by Stuart Cosgrove (Polygon) and **Uncommon People: The Rise and Fall of the Rock Stars 1955 - 1994** by David Hepworth (Transworld).

The prize is for any book about music, so can be history, theory, biography or autobiography. The judges for the prize are writer Laura Barton, DJ Gemma Cairney, comedian Simon Day, and musicians Jah Wobble, Jim Sclavunos (The Bad Seeds) & Jason Williamson (Sleaford Mods), and the winner will be announced at the Laugharne Weekend Festival on 8th April 2018.

Stephen Davies, Chief Exec, said, 'The prize is now in its 4th year and everyone at Penderyn is delighted that it's going from strength to strength. It's great to be associated with such an array of musical and journalistic talent, and also great to see everyone enjoying Penderyn whisky at the launch party in Highgate, London last Tuesday.'



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Gold Range in New Bespoke Bottle – March 1st 2018

March 1st is St David's Day and what better day to launch our new bottle across our Gold Single Malt Welsh Whisky Range. The bottle, which was designed by eminent designer and Penderyn Director, Glenn Tutssel, was initially launched containing our house style Madeira finish at Whisky Live in Paris in September last year. Now our Peated, Portwood and Sherrywood finishes are available in this striking new bottle.

Stephen Davies, Penderyn's Chief Exec, said, 'This is a wonderful development for our distillery. A lot of hard work has gone into creating this bespoke bottle and for that we thank Glenn and our management team. Having our own bottle gives us another point of difference, and the striking design compliments perfectly the award-winning whiskies inside the bottle.'

To see a short promotional film of Glenn talking about the new bottle, please search 'Youtube Penderyn Bottle'. For more info including Tasting Notes and 'how to buy' regarding our Gold range, please go to www.penderyn.wales/Gold.



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Rolling Stones and Wiley compete for Penderyn Prize - 20th January 2018

The Penderyn Music Book Prize 2018 has announced this year's longlist - a smorgasbord of musical genres from Billy Bragg's history of skiffle to Wiley's grime memoir; from a study of the tradition of English folk music to an exploration of the rise and fall of the Rock Star. Now in its 4th year, the prize is the only UK-based book prize specifically for music titles.

'The Mercury Prize of books' NME

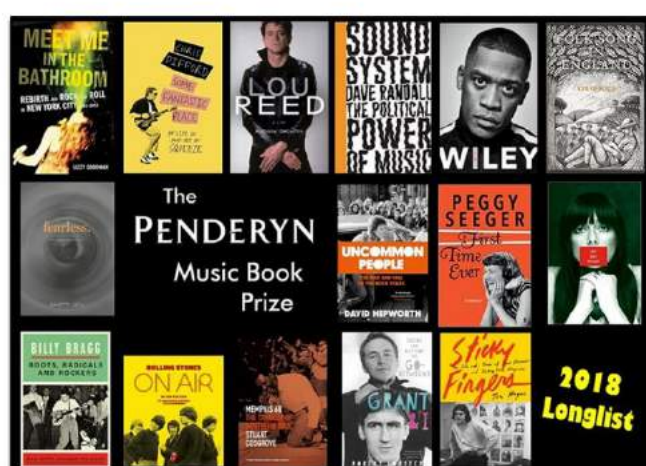
The shortlist will be revealed in early March and the winner is announced at The Laugharne Weekend festival on Sunday 8th April 2018.

The 2018 Penderyn Music Book Prize longlist:

Roots, Radicals and Rockers: How Skiffle Changed the World by Billy Bragg (Faber); **Some Fantastic Place: My Life In and Out of Squeeze** by Chris Difford (Weidenfeld & Nicholson); **First Time Ever: A Memoir** by Peggy Seeger (Faber); **Sticky Fingers: The Life and Times of Jann Wenner and Rolling Stone Magazine** by Joe Hagan (Canongate); **Fearless: The Making of Post-Rock** by Jeanette Leech (Jawbone); **Meet Me In The Bathroom: Rebirth and Rock and Roll in New York City 2001 - 2011** by Lizzy Goodman (Faber); **Memphis 68: The Tragedy of Southern Soul (The Soul Trilogy)** by Stuart Cosgrove (Polygon); **Art Sex Music** by Cosey Fanni Tutti (Faber); **Lou Reed: A Life** by Anthony DeCurtis (John Murray); **Sound System: The Political Power of Music** by Dave Randall (Pluto); **Eskiboy** by Wiley (Heinemann); **Grant & I: Inside and Outside the Go-Betweens** by Robert Forster (Omnibus); **Uncommon People: The Rise and Fall of the Rock Stars 1955 - 1994** by David Hepworth (Transworld); **The Rolling Stones: On Air in the Sixties** by Richard Havers & The Rolling Stones (Ebury); **Folk Song In England** by Steve Roud (Faber)

The judging panel for the prize comprises: bass guitarist, singer, poet and composer **Jah Wobble**, formerly of Public Image Ltd (PiL); writer and broadcaster **Laura Barton**; 'Bad Seed', percussionist and producer **James Scavunos**; broadcaster and author **Gemma Cairney**; vocalist **James Williamson**, one half of The Sleaford Mods; and comedian **Simon Day**, best known for his characters on "The Fast Show".

Stephen Davies, Chief Exec of Penderyn Distillery said, 'We are delighted to sponsor this prestigious prize. The 2018 long list has a wonderfully varied selection of books, and we look forward to the shortlist announcement in March and the prize ceremony in Laugharne.'



For media information, please contact:

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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



British Prime Minister favours Penderyn at Christmas - 5th January 2018

As everyone was getting ready for Christmas dinner a remarkable survey appeared on the internet. Our UK political leaders were asked which was their favourite Christmas tippie. Theresa May, the British Prime Minister was quoted as saying:

'My favourite Christmas drink will be a glass of a Welsh whisky called Penderyn, which I'll enjoy on those hopefully quiet winter evenings over the holidays.'

The story was picked up by several UK media outlets including The Times, The Mirror, Wales Online and ITV.

The survey was done by the www.politico.eu website and among the responses was one from teetotal Labour leader Jeremy Corbyn who said he would be drinking apple juice 'like most days', adding, 'On Christmas Day, I make sure it's a particularly good one.' Meanwhile Liberal Democrat leader Sir Vince Cable said he would also initially be sticking to apple juice as he has his first Christmas drink with some children in care, but will later have a 'rum and coke while watching the Strictly Come Dancing Christmas Special'.

It's good to know that Penderyn is enjoyed in the very highest echelons of political power!



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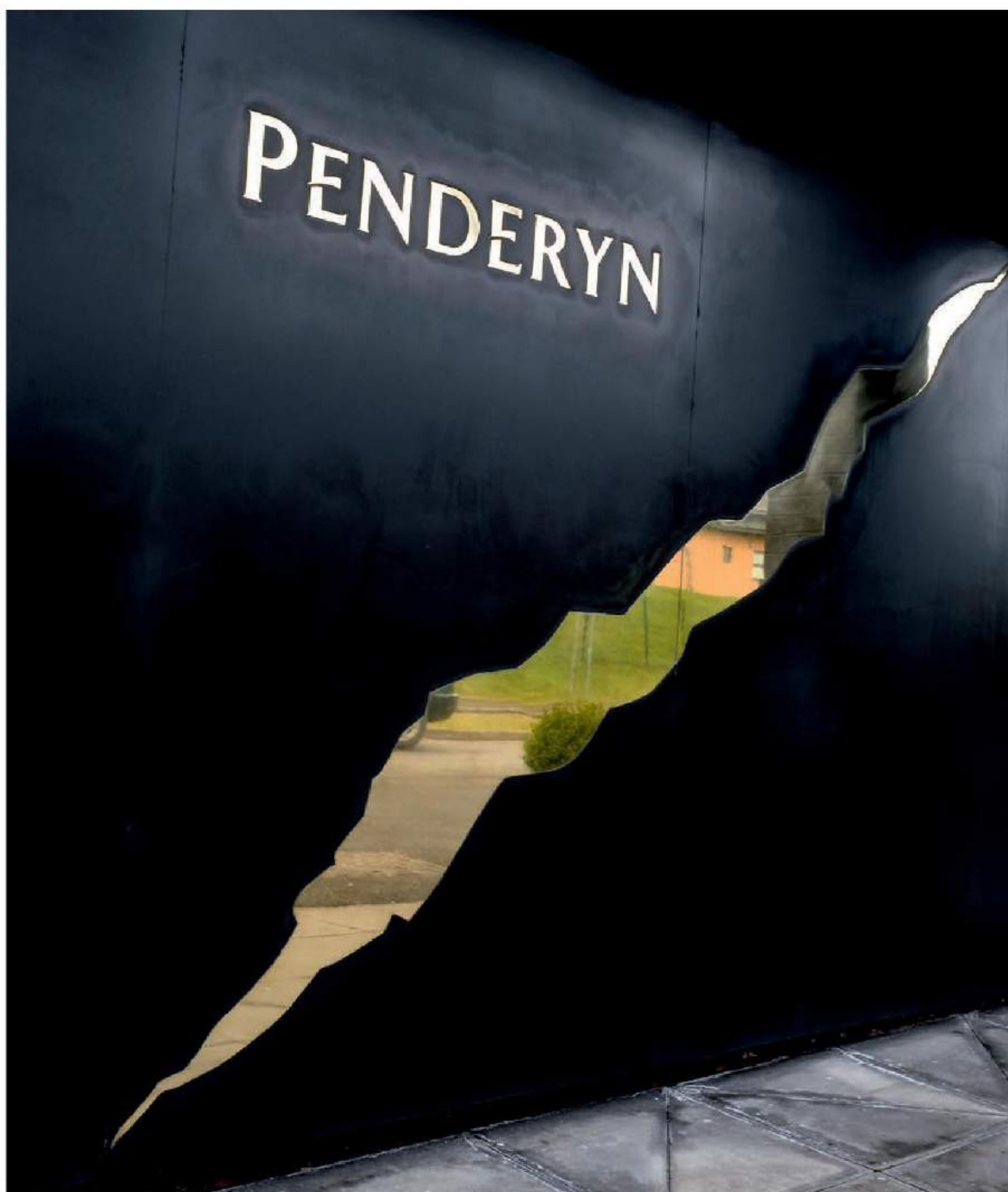
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whisky

q u a r t e r l y

Here's a fine article on Penderyn written by eminent Whisky writer Dave Alcock for Whisky Quarterly in 2016

◆ Global View ◆





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Penderwyn: part of a bigger conversation

53

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 were 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

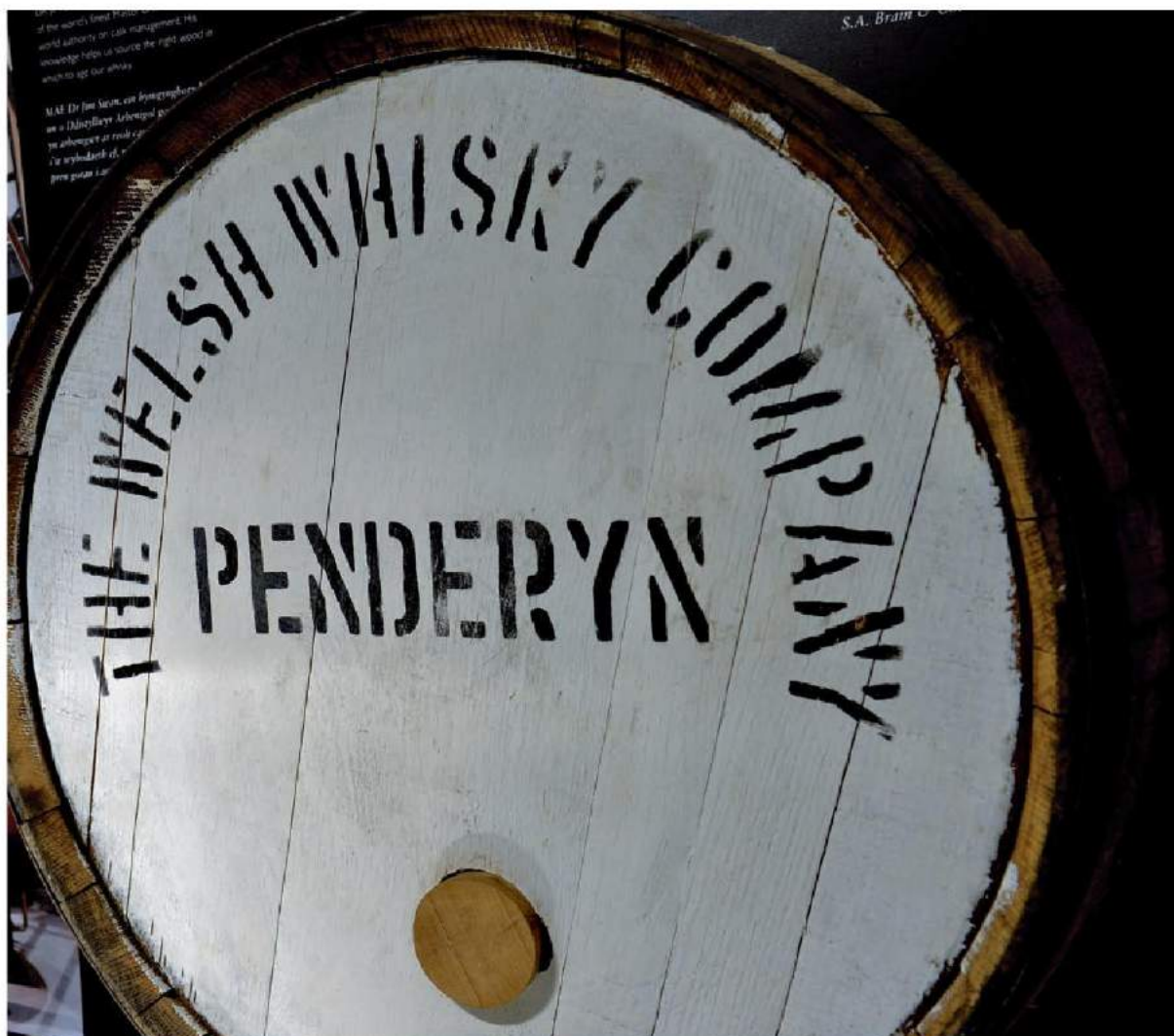
to continue. Steve referred to Jim as a tremendous force for creativity.

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 tric 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. ◆



CelticLife

— I N T E R N A T I O N A L —

And finally, an article on Penderyn written by Scottish journalist Tom
Langlands for Celtic Life International in March 2018



Wales, the Welsh language, Celtic myths and Arthurian legends were all influences on the works of J.R.R. Tolkien. Perhaps for those reasons dragons and gold fascinated him also. In *The Lord of the Rings* Tolkien penned 'All that is gold does not glitter', and in *The Hobbit* the great dragon Smaug protects his gold deep under the Lonely Mountain. With these thoughts in mind I set out to discover if there is indeed a gold that does not glitter in Wales - the land of the iconic red dragon.

Wales' industrial heritage is founded on iron and coal. The town of Blaenavon in southeast Wales grew up around an eighteenth century ironworks and associated coal-mining industry. Today it is a UNESCO World Heritage Site, and its coal-mining heritage is celebrated in the Big Pit National Coal Museum. During the Industrial Revolution coal was such a valuable commodity that it was known as 'black gold.'

Susan Flander-Woodhouse and her husband Gerry Woodhouse are the owners and founders of Blaenafon Cheddar Company on Blaenavon's Broad Street. Flander-Woodhouse was born in Walton on

Thames, London, to a Welsh mother and a Cornish father but has lived in Wales for over forty years. She worked in the cheese industry for twenty-three years, beginning as a development chef for a large company before starting her own family business in 2006. Blaenafon Cheddar Company specializes in making naturally-flavoured Welsh cheeses, including smoked cheeses and cheeses flavoured with mustard, ginger, leek, elderflower, white wine, and whisky. The company's list of awards includes True Taste of Wales 2007, 2009 and 2012; British Cheese Medals 2007 and 2010; Winners of the Monmouthshire Business Awards 'Excellence in Small Business Food and Drink Producers 2017', and two medals in the International Cheese Awards 2017.

Prior to the founding of Blaenafon Cheddar Company, Flander-Woodhouse realized there was an opportunity for a cheese business to tap into the history of the area in a practical way. "At the bottom of the mineshaft 300ft (90m) below Big Pit's winding wheel the 50 degrees Fahrenheit (10 degrees Celsius) ambient temperature and the dark, humid conditions are perfect for maturing cheese." She got permission from

the National Museum of Wales to mature her products in Big Pit, noting that "we now have five products that are matured underground and all of them except the newest one are international medal winners. Once every two weeks we do a cheese swap when the miners bring the cheese to the surface and then take down the next batch."

The newest cheese may not yet have won any awards, but the first batch was only brought to the surface in January of this year and it may indeed be something to sing about - its creation was the result of a suggestion by local singer-songwriter - Ragsy.

In 2013 Ragsy (Gary Ryland) - mentored by fellow Welshman Tom Jones - reached the finals of *The Voice U.K.* He hails from nearby Aberdare and is passionate about all things Welsh. As a family friend, Flander-Woodhouse would go to hear Ragsy anytime he performed locally. She recalls, "It was Ragsy who suggested that it would be good to produce a charcoal cheddar as one of the cheeses matured underground." As a proponent of heritage tourism, that suggestion got her thinking about how to produce a cheese that could reflect the heritage of an industry that was once the life-blood of a nation. The result



is Black Gold, a mature cheddar cheese that is further matured for two weeks in Big Pit. Once removed from the mine, natural charcoals derived from coconut husks are added to the cheese giving it a dark grey colour. The cheese is then handcrafted into coal-shaped lumps and finished with a thick, black wax coating. Each coal-shaped cheese is then presented in a small sack bag with a drawstring. Black Gold is dark and strong and its initial, slightly textured feel on the tongue gives way to a beautifully smooth sensation with hints of toasted flavours as it melts in the mouth.

Now, I have a penchant for single malt whisky to accompany good cheese, and being a Scot I am rather spoiled for choice.

But it was a gift of a bottle of Penderyn, Madeira-finish, single malt Welsh whisky that piqued my interest in an altogether different, but complementary, Welsh gold.

Twenty-five miles (40km) west of Blaenavon, and not far from Raggy's hometown of Aberdare, is the village of Penderyn - its name synonymous with the Welsh miner and martyr Dic Penderyn who took part in the Merthyr Rising of 1831. That social protest saw a soldier of the Crown stabbed in the leg and Penderyn dubiously found guilty and hanged for the offence. Here, on the southern edge of the Brecon Beacons National Park, the Welsh whisky industry is being reborn; an industry that was effectively wiped out in the late nineteenth century by the temperance movement.

Penderyn Distillery was created by a group of friends who wanted to produce a whisky to stand proud alongside the spirits produced by their fellow Celts in Scotland and Ireland. The Penderyn site was chosen on account of its access to natural spring rainwater run-off from the Brecon Beacons. The distillery has its own unusual style of single copper-pot still designed by Dr David Faraday, a descendent of the eminent Victorian chemist and physicist Michael Faraday. Unlike the curvaceous copper stills of Scotland's distilleries, the Penderyn still has a more utilitarian and industrial appearance. However, the process of heating the malted barley wash and collecting the resulting vapour on a series of metal plates within the still gives rise to a faster maturation process than the double or triple distillation processes of

Scottish or Irish distilleries.

By the time the vapour has passed through the still and condensed to arrive in the spirit safe, the result is an incredibly smooth spirit at a staggering 92% alcohol by volume. This whisky spirit is then married with the Brecon Beacons spring water drawn from below the distillery.

Penderyn's Media Manager, Jon Tregenna, explains how the diluted spirit is then matured in charred oak casks from the American bourbon industry.

"Our Welsh forefathers were the pioneers of the American bourbon industry. Evan Williams - from Dale in Pembrokeshire - was one, and his bourbon is still produced today. Currently, we utilise ex-bourbon casks to create the unique flavour and complex taste to our whisky." The house-style range of Penderyn malts is then finished in former Madeira wine casks to bring out the character that exemplifies this Welsh gold. The distillery now has two Paraday stills and recently added two lantern stills. The different stills permit experimentation with other tastes and flavours.

Penderyn distillery bottled its first 'gold' whisky in 2004 in the presence of Prince Charles. It has since expanded its range to include Portwood, Peated and Sherrywood finish whiskies and the Icons of Wales range - to date, five distinct malts including Dylan Thomas and Red Flag - the latter commemorating the raising of a red flag during the protest that resulted in the execution of Dic Penderyn.

As the whisky flowed, so have the awards. However, as a fellow Celt, it was the Dragon series that caught my attention. Comprised of Legend (2015 Global World Whisky Masters - Gold), Myth (2015 Global World Whisky Masters - Gold), 2017 Spirits Business World Whisky Masters - Gold and Celt (2016 World Whisky Masters 'Europe Single Malt Premium Whiskies' - Gold; 2016 International Wines and Spirits Competition - Worldwide - Silver), the Dragon whiskies are all wonderfully smooth with a hint of sweetness and fruity aromas. Having sampled several excellent Penderyn whiskies, I poured a glass of Celt to accompany my Black Gold cheese. The smoky, peated flavour is evocative of Wales' mining heritage, and the accompanying hint of the sea reminds me of our shared Celtic ancestry.

Reckoning that Tolkein knew a thing or two about Wales I relaxed with my whisky and cheese to the sound of Raggy's album Ouch. The lyrics from the track Feels Like Home rather summed up how I felt about both my new-found Welsh golds - "I'll keep on feeding off this land until my soul is satisfied..."

Both the Blaenafon Cheddar Company Limited and Penderyn Distillery distribute internationally.

www.chunkofcheese.co.uk
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Also email Jon if you wish to read Penderyn's Press Stories 2015-2017

Thank you
Diolch yn fawr

www.penderyn.wales