

**PENDERYN**  
DISTILLERY

**PENDERYN PRESS PACK MARCH 4<sup>TH</sup> 2020**



## PENDERYN WHISKY: 100 YEARS IN THE MAKING

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

*Apparently, 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 60 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. Former Wales Government First Minister Carwyn Jones described Penderyn as '*...one of the great Welsh manufacturing success stories of recent times.*'

*A 2<sup>nd</sup> Penderyn Distillery is planned for Llandudno (opening 2021), North Wales, and a 3<sup>rd</sup> distillery is planned for the historic Copperworks site in Swansea (opening 2022/23).*

## **DISTRIBUTION**

Penderyn is available from all UK multiples and fine wine and spirit merchants; and online from [www.penderynstore.com](http://www.penderynstore.com), and other major online retailers.

Half bottles, miniatures, gift packs, merchandise and accessories are also available. Penderyn is also exported to over 40 countries, including new markets in Canada, USA, Japan, Russia, Singapore, Australia and China.

*From Wales to the world...*

## 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. 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 (and other finishes) 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, headed up the design team until his untimely passing in 2019. 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

### 2020 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

*'The mouth feel makes you groan with delight. My old mate, Dr Jim Swan, who created this profile would have been proud.'*

Rich Madeira Single Cask 95.5/100

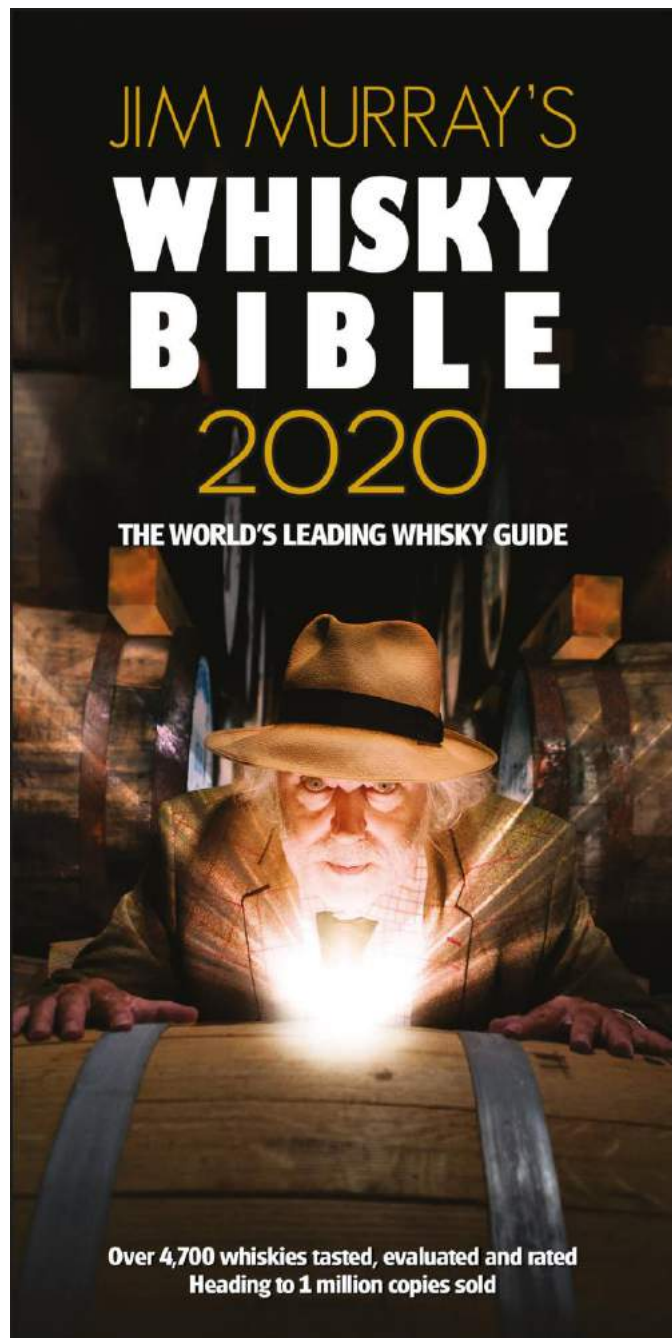
*'One of the deliveries of the year. Huge, and very very rich.'*

Tawny Portwood Single Cask/100

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

Madeira Single Cask M75-32  
European Whisky Of The Year

*'The best whisky I have tasted so far this year!'*





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 it's 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.'*

Icons of Wales #5 Bryn Terfel Edition in 2018's edition - *'The most delicate malt ever bottled by Penderyn... ethereal. It is choreographed genius in a glass...'*



# Whisky & Distillery Selected Awards

## 2019

San Francisco World Spirits Whiskies of the World	Sherrywood	Gold
IWSC	Barrel finished – NAS - Portwood	Gold (Best in class)
IWSC	Worldwide Whisky – Portwood	Gold
IWSC	Worldwide Whisky - Rich Oak	Gold 95/100
Ultimate Spirits Challenge	Worldwide Whisky - Portwood SC	Gold
Ultimate Spirits Challenge	World Whisky - Madeira	Very good 88/100
Ultimate Spirits Challenge	World Whisky - Legend	Very good 88/100
	World Whisky - Sherrywood	Very good 85/100

## 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

*Awards pre-2016 not listed*

## Our latest awards...



[www.penderyn.wales](http://www.penderyn.wales)



## OUR NEW BOTTLE

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



## OUR WHISKIES - 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*



### 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). This whisky now has a Kosher certificate.

#### 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.

*2019 World of Whisky – Gold (Best in Class)  
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*



## Celt

A single malt whisky finished in ex-peated quarter casks, bottled at 41% abv. (43% in the USA). This whisky now has a Kosher certificate.

### 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*

## OUR WHISKIES - 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

*2019 – IWSC World Whisky - Gold*

*2019 – Whiskies of the World – Gold*

*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%. This whisky now has a Kosher certificate.

### 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

*2019 – IWSC World Whisky - Gold*



## Sherrywood

The Penderyn Sherrywood in this bottle has been aged in ex-bourbon barrels and ex-Oloroso sherry casks to bring out its rich fruity flavour.

### Tasting Notes

Nose: aromas of dark fruit and rich toffee mingle with green apples and hazelnuts to create a deeper mystery

Palate: rich sweetness gives way to refreshing dryness

Finish: sweet notes of toffee and sultana persist in the long finish

Balance: Sherry and oak/winter spices

*2019 San Francisco World Spirits Competition – Gold*

*2018 World Whisky Masters Worldwide Premium – Gold*

*2017 World Whisky Masters Europe Premium – Gold*

*2017 ISW International Spirits Awards – Gold*



## Peated

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

### 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.

Balance: Light smoke/citrus fruitiness

*2018 IWSC Worldwide – Gold (Outstanding 93/100)*

*2018 Asian Masters – Gold*

## OUR WHISKIES - 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. (This bottling is now out of stock.)

#### 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. (This bottling is now out of stock.)

#### 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

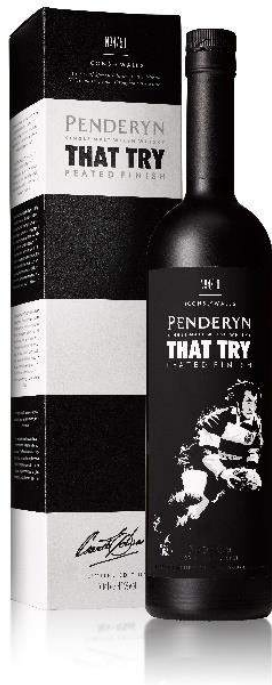
A new addition to our Gold Range following on from the success of Rich Oak Single Cask and 50% bottlings, this whisky is finished in the finest rejuvenated European ex-wine casks and bottled at 46%. (This bottling is now out of stock.)

#### 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. This edition, which features a newly 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. (This bottling is now out of stock.)

#### 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. (This bottling is now out of stock.)

### 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*



## #6 – Royal Welsh Whisky

The 6th in our 'Icons of Wales' series was launched on the 1st March 2019, and commemorates the original Welsh Whisky distillery at Frongoch, near Bala, which closed over 100 years ago. It has a Peated Portwood finish and is bottled at 43%. We produced a video telling the story of Welsh Whisky which you can see on our Youtube channel. (Please note that this bottle is modelled on the original Welsh Whisky bottle and so doesn't have a presentation box.)

### TASTING NOTES

**Nose:** A delicate smoky peat with vanilla, light red berries and salted caramel. **Taste:** The earlier hints of smoke become more prevalent. Sweet smoky toffee/treacle notes, a trace of cracked black pepper, malted barley and the soft sweetness of fudge. **Finish:** The smokiness slowly departs like morning mist, leaving a lingering delicate vanilla and wood spice final note



## #7 – Rhiannon

A brand new Sherrywood Grand Cru finished whisky at 46%. The 7th in our 'Icons of Wales' series celebrates Rhiannon, a powerful enchantress and horse goddess from the ancient Welsh folk tales, The Mabinogi, which were written in the 11<sup>th</sup> century and are some of the earliest writings in Europe. More recently Rhiannon featured in the wonderful song of the same name by Fleetwood Mac.

### TASTING NOTES

Nose: Spicy sweetness with the hint of vanilla; oak tannins, red berries, blackcurrants, hazelnuts, pears, sultanas and sweet marzipan. Taste: Smooth velvety sweetness; creamy caramel, figs, red berries, delicate frangipane, chocolate ganache and a touch of coffee. Finish: Sweet and dry with long lingering oak tannins



## OUR WHISKIES - 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 Awards, in 2017, and a Madeira Single Cask (M75-32) was named as European Whisky of the Year 2020 in Jim Murray's Whisky Bible.



## 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\* (1<sup>st</sup> pic – L-R: Aista, Dr Swan, Laura). They have recently been joined by our newest recruit – Bethan Morgans (2<sup>nd</sup> 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 14<sup>th</sup> February 2017.*



# SPIRITS

## Siddiqui Rums



Penderyn Distillery are delighted to announce that they have partnered with the California-based, Siddiqui Rum Corporation. This exciting new partnership means that Penderyn will produce Siddiqui Rums for international markets.

### Tasting Notes

**Brown Rum:** This is a spirit that ‘Sips like a whisky and parties like a rum’, and it tastes like no other spirit. It has a distinctive whisky-like smoky and oaky note, but it is rounded with a short finish as you’d expect from a quality rum.

*2020 – Spirits Business Rum Awards - Silver*

**White Rum:** This rum is sweet, smooth, and very drinkable: an ideal platform for cocktails.

*2020 – Spirits Business Rum Awards - Silver*



## 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*



## Brecon Gin – Rhubarb & Cranberry

Following on from the multi-award-winning success of our Brecon Special Reserve Gin and our Brecon Botanicals Gin, Penderyn are delighted to announce the forthcoming launch of **Rhubarb & Cranberry** gin. It is based on our Brecon Special Reserve gin (which won Gold at the 2017 Spirits Business Global Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

A burst of tangy rhubarb blends with bittersweet cranberry to give a fresh and fruity gin. Aromas of juicy grapefruit and fresh strawberries swirl on the nose, while juniper mingles with coriander and sweet orris root in the mouth, leaving a dry lingering finish.

Best served with ice and chilled tonic water. Garnish with frozen strawberries and cucumber.



## Brecon Gin – Rose Petal



Following on from the multi-award-winning success of our Brecon Special Reserve Gin and our Brecon Botanicals Gin, Penderyn are delighted to announce the forthcoming launch **Rose Petal** gin. It is based on our Brecon Special Reserve gin (which won Gold at the 2017 Spirits Business Global Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

Rose petal and strawberries married with tart fresh raspberries and juniper. Hints of liquorice and angelica root swirl, whilst spicy cinnamon and coriander aromas blend with refreshing notes of sunny citrus fruits. Best served with ice and chilled tonic water. Garnish with a slice of pink grapefruit and fresh mint leaves

## Brecon Gin – Chocolate Orange



Following on from the multi-award-winning success of our Brecon Special Reserve Gin and our Brecon Botanicals Gin, Penderyn are delighted to announce the forthcoming launch **Chocolate Orange** gin. It is based on our Brecon Special Reserve gin (which won Gold at the 2017 Spirits Business Global Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

Rich velvety chocolate swirls around this gin. Powdery cocoa and silky vanilla succumb to zesty, sweet orange bursts and an unmistakably full-bodied juniper, Dry cassia bark balanced with smooth fresh cream lingers in the mouth. Best served with ice and chilled tonic water. Garnish with cinnamon and a twist of orange.



## 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 43,000 people in 2019. 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/](http://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 (See middle picture on following page)

### **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 and mash tun arrive

### **7th April 2015**

The inaugural Penderyn Music Book Prize winner announced: [www.penderynprize.com](http://www.penderynprize.com)

### **June 2016**

Announcement of a 2<sup>nd</sup> Penderyn Distillery in Llandudno, North Wales, and a 3<sup>rd</sup> distillery at the historic Copper Quarter in Swansea.

### **September 2017**

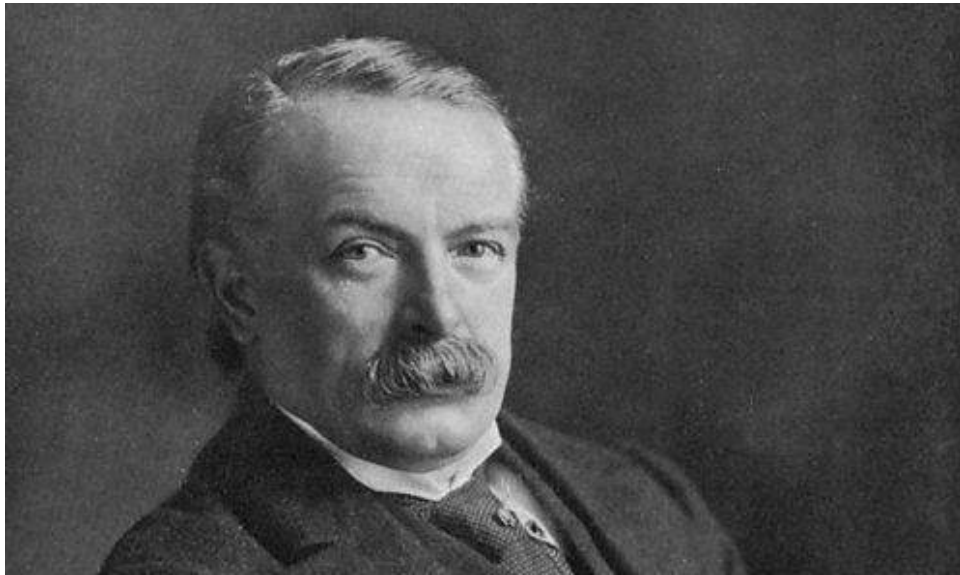
New Penderyn bottle launched at Whisky Live Paris

### **25th December 2017**

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

### **Sept 2019**

A record year for sales, with a profit nearing £1,000,000



# The Penderyn Music Book Prize

2019 Winner – Shirley Collins



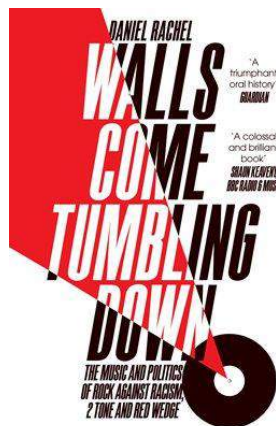
**2015**  
Mark  
Lewisohn



**2016**  
John  
Savage



**2017**  
Daniel  
Rachel



**2018**  
Stuart  
Cosgrove



For more info go to [www.penderynprize.com](http://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 4<sup>th</sup> 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.*

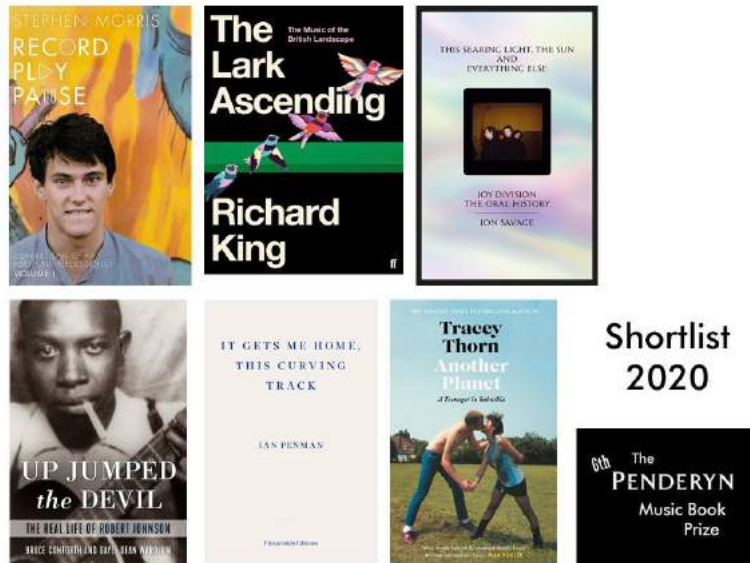




Below is our latest news.  
Click the links for the full stories.

Keep up to date with the latest news here:

[www.penderyn.wales/news](http://www.penderyn.wales/news)



Penderyn Prize Short List Announced  
March 4<sup>th</sup> 2020

<http://penderyn.wales/penderyn-prize-short-list-announced/>

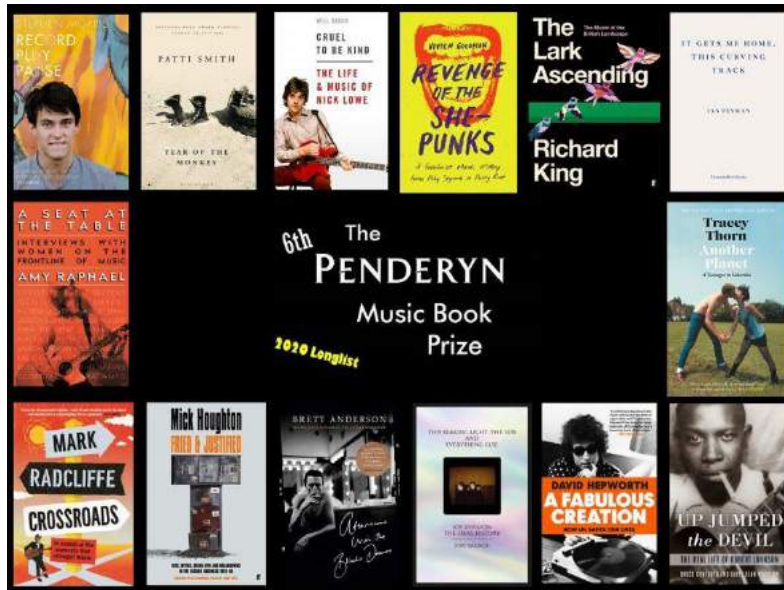
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Siddiqui Rums win two Silver Medals at The Spirits Business Rum Masters  
March 4<sup>th</sup> 2020

<http://penderyn.wales/siddiqui-rums-win-two-silver-medals-at-the-spirits-business-rum-masters/>

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The 6th Penderyn Prize – 2020 Judges & Long List Announced  
January 27<sup>th</sup> 2020

<http://penderyn.wales/the-6th-penderyn-prize-2020-judges-long-list-announced/>

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Siddiqui Rums from Penderyn Distillery  
January 22<sup>nd</sup> 2020

<http://penderyn.wales/siddiqui-rums-from-penderyn-distillery/>

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Penderyn wins Best Welsh Flavoured Gin at the World Gin Awards 2020  
January 21<sup>st</sup> 2020

<http://penderyn.wales/penderyn-wins-best-welsh-flavoured-gin-at-the-world-gin-awards-2020/>

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Penderyn's CEO, Stephen Davies on BBC News  
January 2<sup>nd</sup> 2020

<http://penderyn.wales/penderyns-ceo-stephen-davies-on-bbc-news/>

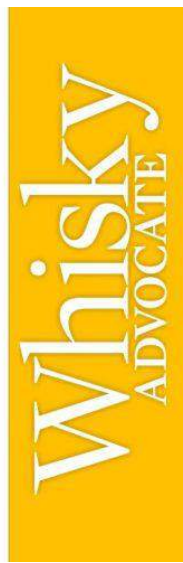
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**Penderyn Peated**  
90/100  
*'This successfully delivers a wallop of spicy smoke, lemon and vanilla biscuits.'*

**Penderyn Portwood**  
91/100  
*'An entrancing whisky... a heavenly finish of dark, sweet fruits.'*

**Penderyn Rich Oak**  
89/100  
*'Delicious and well-made.'*



Excellent Penderyn reviews in prestigious Whisky Advocate magazine  
January 2<sup>nd</sup> 2020

<http://penderyn.wales/excellent-penderyn-reviews-in-prestigious-whisky-advocate-magazine/>

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Penderyn's Four Kosher Whiskies  
Dec 5<sup>th</sup> 2019

<http://penderyn.wales/four-penderyn-whiskies%ef%bb%bf-gain-kosher-certification/>

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Penderyn wins Major Design Awards  
December 5<sup>th</sup> 2019

<http://penderyn.wales/penderyn-wins-major-design-awards/>

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For previous stories, please go to:  
[www.penderyn.wales/news](http://www.penderyn.wales/news)

Thank you