

## Amrut Fusion named World's Third Best Whisky by Jim Murray

Leading whisky expert, Jim Murray, has named an Indian malt the third best in the world in his new Whisky Bible.

In *The Whisky Bible 2010* published this week, Murray awards **Amrut Fusion Single Malt Whisky** the title of **World's Third Best Whisky**. It gained 97 points in Murray's most extensive collection of tasting notes ever published, with nearly 4,000 included this year.

Murray said Amrut Fusion Single Malt Whisky "has to be one of the great whiskies found anywhere in the world this year". Admitting his No 3 choice could come as a surprise to some people, he said: "The fact that it is Indian? Irrelevant, from distillation to maturation this is a genius whisky from whichever continent."

In his tasting notes, Murray adds: "It is one of those which command a big mouthful, a chair with a headrest ... and silence. You will chew for seemingly hours and never quite get to the bottom of its mystical complexity. It is massive whisky, but its genius is that you get the feeling that there is some almost invisible element keeping the malt together so the proportions are never less than perfect."

Amrut Fusion Single Malt Whisky gets its name from the fact that it uses two barleys: Indian and Scottish - with the latter being peated. It comes from Amrut Distilleries, the Bangalore-based company which introduced the first single malt from India to the UK in 2004.

Amrut's Indian barley comes from the Punjab and the distillation takes place in the tropical garden city of Bangalore at 3000ft. The barley from Scotland is also distilled in Bangalore and both are matured there separately. After they have reached their peak, the two whiskies are married in the bourbon casks in proportions which give both a subtle peat flavour and a rich fruity flavour from the Indian barley. This is bottled at 50% abv to reflect the depth and finish of the whisky.

This rare combination of Indian and Scottish elements means Fusion has a really excellent mouthfeel and palate, combining oak, a hint of vanilla, fruit and the sublime peat.



The public obviously agreed with Murray when Fusion was launched in June 2009: the first consignment was sold out within few weeks of its release. The next batch was completely pre-ordered before it even reached the UK.

"This is a great honour for Amrut Distilleries as our special East-meets-West whisky is named one of the best by such a respected whisky expert," said Ashok Chokalingam, Amrut's International sales manager.

"We are proud that our vision to combine Indian and Scottish barleys in a subtle fusion which produces a malt whisky which is rich in flavour and character has been so well received. As we see the whisky industry become more global and good single malt whiskies coming from all parts of the world, it is exciting to be at the leading edge," he added.

Amrut intends to continue with its innovative strategy and has two exciting new releases planned for next year.

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