

Amrut launch, Glasgow, August 2004
Media material



AMRUT INDIAN SINGLE MALT WHISKY

Amrut Single Malt Whisky is the product of 20 years of research by Amrut Distilleries Ltd in an effort to produce high quality malt whisky in tune with world standards.

The whisky is made from select Indian malted barley grown in Punjab and Rajasthan, the north-west frontier states of India. In Punjab, the waters from the great Himalayas flow through the river Sutlej and irrigate the land under the Bhakra Nangal dam scheme. The cold winters and fiery summers create a unique quality of barley, rich in flavour. Malting takes place at maltsters in Jaipur and Delhi to the exacting standards laid down by ADL.

The malted barley is then transported to the south of India to our production unit in Bangalore where it is carefully mashed and distilled in small batches to preserve the natural aromas. The whisky then undergoes maturation in imported oak barrels for over three years in a unique tropical condition at a warehouse on the distillery premises in Bangalore, the Garden City of India, which is at an altitude of 3,000 ft above sea level enjoying a salubrious climate all year round. This unique natural geographical location allows intense maturation process, by losing considerable amount of whisky as the "Angel's share".

The characteristic notes of the whisky are fruity and chocolate laced with spices.

To maintain the natural character of the product, the whisky is not chill filtered. Therefore, there may be mild cloudiness on dilution which is natural for all classic malts. The whisky is best enjoyed both as an aperitif and as a digestive.

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From 24 August 2004 Amrut Single Malt Whisky will be available at:

- ◆ selected Indian restaurants in Scotland
- ◆ cash and carrys
- ◆ www.thewhiskyexchange.com

or contact:

- ◆ Amrut's EU Marketing Manager: Ashok
Tel/Fax: 0141 440 7066
Mobile: 07838 229914
- ◆ The Premier Scotch Whisky Co
53 Bothwell Street
Glasgow, G2 6TS
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**Issued on behalf of
Amrut Distilleries Ltd and
the Premier Scotch Whisky Co Ltd
by Fiona Laing, Communications Consultant**

