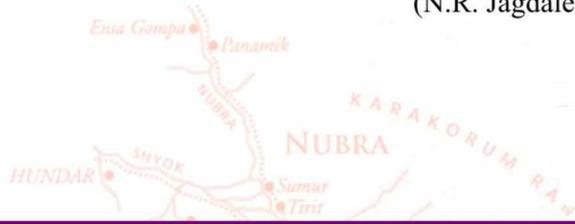


AMRUT DISTILLERIES LIMITED

(N.R. Jagdale Group)



July 2011

Vogage of discovery for Amrut Herald

Amrut Distilleries is once again pushing back boundaries in the whisky world. For its latest offering it has chosen a beautiful, but remote, island as the place to mature four barrels of its Bangalore-distilled single malt whisky. For a project like this, one might have expected Amrut to pick an island in the whisky heartlands, but the Indian distillery has once again opted for the unconventional and chosen an island 45 miles off the north German coast.

Helgoland is an unspoiled unique environment with dramatic red sandstone cliffs and sensuous sand dunes. Not only is it free of traffic and low in pollution, but it also enjoys a gentle climate thanks to the Gulf Stream which allows exotic plants and wildlife to thrive at its relatively high latitude.

From Bangalore, itself known as India's "garden city" due to its lush tropical environment, the casks of malt whisky were shipped to Germany before being transferred to a boat for the two-and-a-half-hour crossing from Cuxhaven to the northern island idyll.

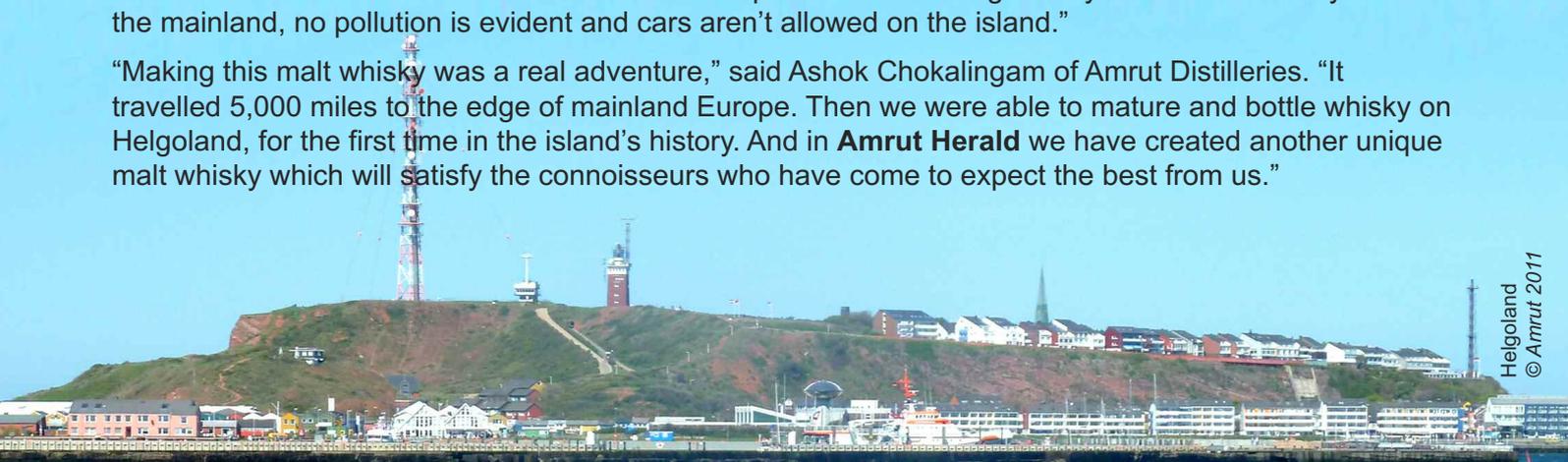
There, Amrut's German importer, Prineus, had arranged for the barrels of the malt to mature further. Not only was the Helgoland climate a big contrast to tropical India, but the barrels were stored close to sea level. In Bangalore the Amrut distillery is at an altitude of 3,000 feet. The outcome is the stunning new **Amrut Herald**.

Keeping in tune with the pure unspoilt atmosphere of Helgoland, the whisky was bottled in as simple a way as possible. It was not filtered or diluted and in fact you will notice sediments in the hand-filled bottles.

This is the first time that any whisky has been matured and bottled on Helgoland and the bottles from one of the casks will be retained on the island, which is a duty free haven. Like Amrut's previous limited edition malts, **Amrut Herald** will only be available in small quantities in certain locations and it is sure to become a popular bottling.

Gerd Schmerschneider of Prineus is delighted with the collaboration. "The result is a fantastic whisky, one of the finest examples you can get out of a Bourbon cask. It is clean, powerful and holds loads of vanilla and sweetness. It was a great honour for me, on behalf of Prineus, to work with Amrut. Neither maturation nor bottling of whisky has been done on the island of Helgoland before, but millions of litres of alcohol have been sold there. The environment is perfect for maturing whisky as it is 70km away from the mainland, no pollution is evident and cars aren't allowed on the island."

"Making this malt whisky was a real adventure," said Ashok Chokalingam of Amrut Distilleries. "It travelled 5,000 miles to the edge of mainland Europe. Then we were able to mature and bottle whisky on Helgoland, for the first time in the island's history. And in **Amrut Herald** we have created another unique malt whisky which will satisfy the connoisseurs who have come to expect the best from us."



Helgoland
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