

ONE PAGE SUMMERY



PRODUCT & LAUNCH DETAILS

- Target Shipment Date: 16th November
- Case Size: 6x70cl (secondary packaging)
- 46.3% ABV
- RSP £36

Inspired by the founder of Tobermory Distillery, John Sinclair, the Sinclair Series celebrates our heritage and our creative approach to distilling.

This first expression from the series sees our smoky Ledaig signature expression finished in hand selected Rioja casks in honour of the Spanish treasure buried deep off our shoreline.

Made with heavily peated barley, then matured in ex-bourbon casks, and finished in hand-selected Spanish Rioja casks, this single malt contains powerful flavours of smoke, spice, grape and sweet berries, with a lingering saltiness.

TASTING NOTES

- Colour: Ruby red
- Nose: Notes of Turkish delight and rose petals balanced with candied fruits and grapes followed by rich leather and a beautiful peppery spice. A hint of chocolate comes through at the back.
- Palate: Creamy mouthfeel packed full of almonds, barley and sweet malt with notes of peppery Ledaig, which give way to black raspberries, sweet vanilla and cocoa interspersed with cinnamon spice and hints of freshly cut grass.
- Finish: Lingering smoky finish with red fruit and sea spray.

KEY SELLING MESSAGES

1. Finished in hand-selected Rioja casks
2. **THE PERFECT MARRIAGE OF SMOKE, FRUITY RIOJA SWEETNESS AND SPICE**
3. Inspired by our founder, John Sinclair
4. Brought to you from an award-winning distillery of artisan distillers, creators of diverse and colourful spirits

ROLE OF THE SINCLAIR SERIES

For the brand:

- To recruit new consumers (“appreciators”) to the tobermory distillery brand
- Tap into our fair share of peated malt growth
- Provide a clear entry into the brand (with accessible price point and encourage trade up within range)

For the customer:

- A boutique / artisanal small batch offering from an award-winning distillery that drive scarcity through demand for smaller volumes of interesting and unusual innovations (ruby red vibrancy of liquid)
- Drive consumption by tapping into new everyday indulgence occasion

For the consumer

- Credibility & challenge of a peated single malt with a smoky yet sweet taste.
- Everyday whisky for those in the know (Appreciator motivations)

