



USQUAEBACH

since

1877

USQUAEBACH



THE BRAND



Translated from Gaelic as “the water of life,” Usquaebach – pronounced “oos-ke-bah” – is a historic brand that brings to life the ancient traditions and historic craft of the Scottish Highlands. It is from this historic name that we derive the very word, “whisky,” and Usquaebach Scotch Whisky is proud to wear this badge of honor.

With a blend dating back to the 1700’s and the name trademarked since 1877, this brand’s iconic whiskies have spoken to the senses, resurrecting the same fiery spirit that was born in the rolling hills of Scotland long before Scotch was a drink for those with discerning tastes. Creating blends focused on purity, elegance, and refinement, Usquaebach’s master blenders search for the very best malts and grains from Scotland’s most reputable distillers to bring history to life in the bottle and your glass. Heritage, history, and tradition – these are the qualities that have helped earn Usquaebach the title of “King of the Blended Whiskies.”





The First Name in Scotch Whisky

Usquaebach Scotch Whisky Makes a Vibrant Return to the US Market

For Immediate Release

New York, NY - January 2015 – www.usquaebach.com

Usquaebach (pronounced "oos-ke-bah"), the small, artisanally crafted, blended Scotch whisky, has been quietly making a comeback in the US market since its purchase by Cobalt Brands in 2009. Thanks to the hard work of its current owners and the reliance on a fiercely dedicated customer base longing for its return, the brand can now be found in over 20 states and in all major US markets.

Usquaebach's blend dates back to the 1700's and its name was trademarked in 1877, making it one of the most enduring brands in the Scotch whisky market. One reason for this is the loyal customer base that continues to seek out the whisky due to the quality of the product – a testament to the reputation of the Laing family in Glasgow, Scotland, who has been blending Usquaebach for nearly 100 years.

“Stewart Laing, our long time blender, relies on his close relationships with historic single malt distilleries throughout the Highlands,” says Ryan Judson, Usquaebach's national brand ambassador. “Laing only selects perfectly aged casks to blend with premium barley grain.”

It is this focus that Laing puts on quality single malt casks for Usquaebach's blends that has garnered the brand the international respect it continues to receive. Laing describes how the selection of superior single malt casks can determine the greatness of a blend:

“In the case of Usquaebach [Old Rare Stone Flagon], we operate on a high malt-to-grain ratio in the blend. Other blended Scotch whisky is a higher grain-to-malt ratio,” says Stewart Laing, the distinguished blender of Usquaebach for over four decades, “There are over 40 different malts mixed together in Usquaebach.



Malt is the body. Grain does not have the character, and that is what makes the recipe unique. As a blender I am always looking for balance and taste.”

Laing goes on to explain that patience and experience are keys to creating masterful blends.

“The skill of the blender is paramount...because it is he who knows which whiskies go with which whisky,” says Laing. “Each whisky has to marry with the whole.”

Oftentimes in the Scotch whisky market, the draw of single malts tends to obscure the craft among blends. Changing this perception has been tantamount to resurrecting Usquaebach’s prominence in the national market.

“We find time and time again single malt drinkers find Usquaebach just as alluring, smoother and more complex,” says Judson. “People try it because the flagon looks amazing, but they always come back because the whisky inside is just that good.”

There was a time in recent history that Usquaebach occupied a very significant place among the elite names in Scotch blends – in particular, it was famously poured at the Presidential Inaugural dinners of Richard Nixon and George Bush, Sr.

Today, Usquaebach’s resurgence is a welcome return to a blended Scotch market dominated by large, corporate-owned brands. The iconic packaging of its signature Old Rare Stone Flagon is often a reason for customers to wax nostalgic. According to the Whisky Advocate’s online blog: “Ever since the late 1980s, when I started getting into Scotch, I always remembered the Usquaebach blended Scotch in the really cool flagon.”

“Our key retailers across the country remain enthusiastic about the brands come back.” explains brand ambassador Judson, “They tell me, Thank G-d Usquaebach’s back! We missed you.”



The Brand features three incarnations, each having a different price point and consumer palate. While the name may be hard to spell and to pronounce, this historic brand, with a name that translates from Gaelic to mean “the water of life,” is providing Scotch whisky lovers across America with a reason to raise their glasses with Usquaebach once again.

Usquaebach Lovers



Sean Connery



Prince of Monaco



President Richard Nixon



President George W. H. Bush

USQUAEBACH

225

Years of Tradition

Old-Rare Superior Blended Flagon

Our Usquaebach “Old Rare” Blended Scotch Whisky porcelain flagon is a vestige of Scotch whisky’s history – kept alive as a reminder of a time preceding bottled whisky when travelling merchants and artisans would combine the spirits of the highest caliber single distilleries to create ethereal blends that embodied sophistication and delicacy. With 41 specially selected single malts up to 20 years of age from the Highlands and only 15% high-quality grain whisky in the blend, this classic Scotch whisky offers multi-layered opulence on the palate. Flavors of white pepper, coffee, brushed leather, and zesty lemon peel allow for a mystifying experience from start to finish. The sublime mid palate and long, blissful finish create an experience that is not easily forgotten. Its quality and finesse has been recognized by connoisseurs and aficionados the world over – notably, Usquaebach “Old Rare” Blended Scotch was served at the 1969 and 1989 Presidential Inaugural Dinners.



Retail Price \$120 USD

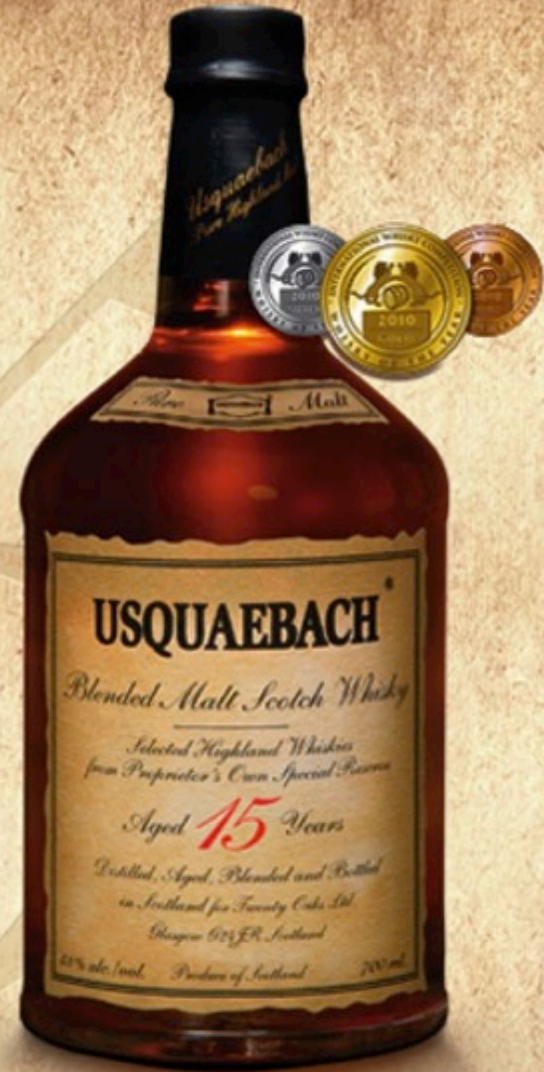
USQUAEBACH

15
Years Old

Blended Malt Scotch Whisky

The Usquaebach 15-Year Blended Malt is a marriage of some of the finest Highland single malts, aged carefully for at least 15 years – and some as old as 20 – in oak and sherry casks. When purity and strength is what is desired, this beautiful yet masculine Scotch whisky delivers robust aromas and intense richness. Recognized throughout the whisky-drinking world for its quality, the 15-Year Blended Malt has won numerous accolades, including Gold Medal at the 2010 International Whisky Competition.

The nose features sun-dried fruits, pineapple, and espresso bean, while the palate entertains with stout baking spices and a luxurious sweetness. If single malts have been your only experience in Scotch, then this blend will impress you with its complexity, depth, and fullness.



Retail Price \$70 USD

USQUAEBACH®

Reserve Premium Blended Scotch Whisky

The Usquaebach Reserve Premium Blended Scotch is a whisky for those seeking elegance and structure. This rare blend features over 50% quality single malts each aged between 16, 17, and 18 years and blended with the finest grain whisky resulting in a handcrafted spirit that is both timeless and unique.

The nose features honeyed sherry, smooth vanilla, baked apples and quince, while sweet spices and an endearing zest linger on the palate. The Usquaebach Reserve finishes long and smooth, with a detailed edge and a crisp mouth-feel ideal as an aperitif or with a rich meal.



Retail Price \$40 USD

USQUAEBACH



"Uisge Beatha"

1500's

The word "uisge beatha" is popular in Gaelic vernacular to mean "water of life." It describes the potent liquor distilled from grains. Pronounced "oos-ke-bah," it is where we get our English word, "whisky."



References by Robert Burns

1791

"Usquaebach" is immortalized by the famous Scottish poet, Robert Burns, in his poem Tom O'Shanter: "Wi Usquaebach we'll face the de'il" – or, "With Usquaebach we'll face the devil." The word is commonly used to refer to Scotch whisky throughout the UK.



First Marketing

1800

Spirits merchants Ross & Cameron of Iverness, Scotland, begin marketing their own proprietary vatted malt blends to their customers.

THE USQUAEBACH.



No. 8519.

The brand is born

1877

Ross & Cameron establishes the first trademark for "The Usquaebach."

History of Usquaebach

1500's - Uisge Beatha, "water of life"
Usquaebach is where we get our English word for Whisky.

1700's - Robert Burns, the Scottish poet writes about his love for Usquaebach Whisky. This leads to the annual Burns Supper a celebration of the life, poetry, and Usquaebach.

1877 - Usquaebach is born.

USQUAEBACH



William Grigor & Sons 1926

Following the death of Donald Cameron of Ross & Cameron, the Usquaebach trademark is passed along to William Grigor & Sons, an ambitious spirits trading company and principals of the famous Bowmore Distillery.



Twelve Stone Flagons Ltd. 1969

Twelve Stone Flagons Ltd., an American company owned by Stanley Stankiewicz, purchases the trademark and begins to distribute Usquaebach in the famous flagon in which it is still sold today.



Nixon's Inauguration 1969

Usquaebach's "Old Rare" is served at President Richard Nixon's White House Inaugural Dinner



Bush's Inauguration 1989

The "Old Rare" is again selected to be poured at President George H.W. Bush's White House Inaugural Dinner – a testament to the whisky's superior quality and character.

1949 - Usquaebach ceramic flagon "Old Rare" presented and the Inaugural drink of the Prince of Monaco.

1969 - Usquaebach comes to America

1969 - Usquaebach "Old Rare" is served at President Nixon's White House Inaugural Dinner.

1989 - "Old Rare" is again selected to be poured at President George H.W. Bush's White House Inaugural Dinner.

2005 - Cobalt Brands becomes the new, proud owners of the Usquaebach trademark and continue to distribute the brand throughout the United States and the world.

USQUAEBACH

Usqueabach in the News

THE PREMIER DESTINATION RESOURCE™

MARCH-MAY 2015 \$4.95

TRAVELHOST



The Blend vs the Single Malt

USQUAEBACH Scotch Whisky Makes a Vibrant Return

The Blend features three incarnations, each having a different price point and consumer palate. While the name may be hard to spell and to pronounce, this historic brand, with a name that translates from Gaelic to mean "the water of life," is providing Scotch whisky lovers across America with a reason to raise their glasses with Usqueabach once again.

As told by JESSICA ALPERT

Can you recommend the perfect cocktail? USQUAEBACH MANHATTAN-ITE

by Helen Bowlow, Managing Editor of Whisky Classics

- 2 oz Usqueabach
- 1 oz Yzaguirre Sweet Vermouth
- 4 drops Bittersweet Orange Malaga
- 1 pinch Chocolate bitters
- 1 Lisardo Cherry



INSTRUCTIONS

- Add USQUAEBACH & Vermouth to a mixing glass with ice
- Hand stir to chill, strain into a glass with 1 large ice cube
- Garnish with orange zest

When MAD Men reigned supreme and every 1950's home required a wet bar, Scotch meant blended Whisky. Fast forward to today and Whisky lovers discovered single malt Scotch, dubbing blended Scotch antiquated.

Enthusiasts are reexamining blended Scotch and discovering a complex rounder more balanced taste. Lovers of the Dram are coming back to the origin of blends; the first in its class Usqueabach (pronounced "oos-ke-bah"). Usqueabach, established in 1877 in the Highlands of Scotland, is a small, artisanally crafted, blended Scotch Whisky that's quietly making a world-wide comeback.

Blended in Scotland by the well-known Laing family, Usqueabach is made from perfectly aged casks from historic single malt distilleries throughout the Highland and blended with premium grain. Laing describes how the selection of superior single malt casks can determine the greatness of a blend. "In the case of Usqueabach [Old Rare Stone Flagon], we operate on a high malt-to-grain ratio in the blend. Other blended Scotch Whisky is a higher grain-to-malt ratio," says Laing, "There are over 40 different malts mixed together in Usqueabach. Malt is the body, and that is what makes the recipe unique. As a blender I am always looking for balance and taste."

An important, but little known fact is that the trendy Single Malt Whiskies are essentially a blends as well. A single malt Whisky is a blend of different malted barley whiskies made from a single distillery.

Oftentimes in the Scotch Whisky market, the draw of single malts tends to obscure the craft among blends. Changing this perception has been tantamount to resurrecting Usqueabach's prominence in the national market. "We find time and time again single malt drinkers find Usqueabach just as alluring, smoother and more complex," says Ryan Judson, Brand Ambassador. "People try it because the flagon looks amazing, but they always come back because the whisky is just that good."

nj.com
Taste
Anxiety

The Cocktail Whisperer's Five Whiskeys to Try



Warren Bowler's 5 Whiskeys to Try Not Include: 0.0% Hudson Whiskey Four Grain Bourbon, Four Roses Kentucky Straight Bourbon, Usqueabach Old Rare Blended Scotch Whisky, Barrel Bourbon and Caledonia Sprits Bar Hill Reserve Tom Cat Gin. Photo: @BrewerForTheStarLedge



By Rachel A. Weston | For The Star Ledger

Email the author | Follow on Twitter

on December 31, 2014 at 9:15 AM, updated January 05, 2015 at 1:13 PM

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aspects o
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Year's

Here are
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1. Usque
- Distilled
in a porce

well-made stuff." Usqueabach (oos-ke-bah) finishes with flavors of lemon, leather, pepper and coffee. 86 proof.

1. **Usqueabach** Old Rare blended Scotch whisky - Distilled in the Scottish Highlands and bottled in a porcelain flagon, Bobrow says, "This is really well-made stuff." Usqueabach (oos-ke-bah) finishes with flavors of lemon, leather, pepper and coffee. 86 proof.



Usquaebach in the News

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THE WORLD IN YOUR GLASS

ROUS

RATINGS WINE + PEOPLE FOOD + TRAVEL COCKTAILS + BEER ENTERTAINMENT

10 BEST GETAWAYS WINE FOR BEGINNERS BEST OF LISTS VINTAGE CHART SUBSCRIBE NOW

Wine Enthusiast Magazine / Web 2012 / Scotch Goes Luxe

Scotch Goes Luxe

Whisky has always been considered precious, but these Scotches set the bar higher than ever before.

Usquaebach Flagon abv: 43% Price: \$120

Not all luxury Scotches are single malts. The name (pronounced oos-ke-bah) is Gaelic for "water of life," the phrase from which the word "whisky" is derived. Although the ceramic flagon is part of its appeal, inside is a blend of 20- to 30-year-old Highland Scotches from different distilleries. "It's taken them years to put this together," Goldstein says. "It's a great Highland and Speyside easy-drinking profile, not smoky, salty or briny, and no bitterness to it. I don't think you'd be able to replicate it if you tried to do it from scratch."



distilleries are releasing older expressions, including bottles from hard-to-find independent brands. "Things you would not find before," says Ryan Maloney, owner of Julio's Liqueurs in Westborough, Massachusetts, and founder of the whiskey club, Loch & K(e)y Society.

According to Jason Hopple, beverage director of North End Grill, the market for high-end Scotch has increased thanks to rising demand from newly affluent drinkers in many Asian markets. At the same time, North Americans have become more familiar with whisky. "Now they want to branch out and see what else is available," he says, making the rare and the unusual even more prized.

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Here's what we saw at 'Whisky Live' – a big New York City fair for whisky lovers



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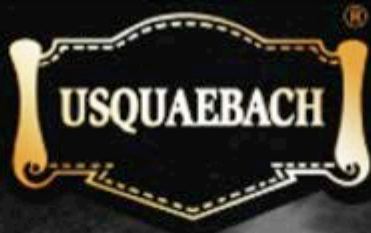
Scotland's Usquaebach had their porcelain Old Rare bottle on display.

Whiskey is taking off in America. So it's no surprise that New York City's annual Whisky Live expo, hosted by Whisky Magazine, was a huge hit this year.

"New York is actually the biggest and most significant whiskey city in the world," event organizer Dave Sweet told Business Insider.

[Click here to skip to the slide show >](#)





Usquaebach in the News



IRISH WHISKEY/BLENDED SCOTCH

Published on Aug 30, 2005

SUPERB (90-95)/Highly Recommended

Usquaebach Original Blended-Stonecrop Flagon (Twelve Stone Flagons, Pittsburgh, Pennsylvania) 43% abv \$110. Golden honey color. The finely scented, nose evokes juniper berries, light peat, a hint of Sherry, and spirit-marinated fruit; not aggressive in the least. Upon entry, there's no mistaking the richness of the oaky/peaty flavor as it rolls over the tongue, but it's at the midpalate stage that this sensational whisky takes flight with charcoal, spicy, tobacco-like tastes that extend into the sublime aftertaste. The blend is 85% malt/15% grain whisky and aged in Sherry oak.

USQUAEBACH RESERVE

"The Bentley of Blended Scotch Whiskies"

"Has all the hoopla that has catapulted the charismatic single malts forward detracted too much from the more pedestrian blended Scotches?" So asks F. Paul Pacult, publisher of the "Spirit Journal", in his mid-year Scotch Report in the June issue. Mr. Pacult adds, "what's ironic to me is that in their pursuit of stature consumers are neglecting many excellent and affordable blended Scotch whiskies, some of which surpass more than a few single malts in eloquence and overall drinkability." Pacult also states that "the following tasting notes point to two truly outstanding blended Scotch whiskies that deserve copious amounts of your attention."



The Independent Guide To Distilled Spirits, Beer, & Wine
Published 10 Times Yearly

PINCH
The Dimple 15 Year Old
Blended Scotch Whisky
43% Alcohol

Engaging amber-orange color; serious, assertive, aldehydic, dry nose which offers subtle hints of hay, cooked rice, corn husk, iodine, and toasted cereal; shifts into overdrive once on the palate as voluptuous tastes of smoke, iodine, and soft peat come together in a graceful, well-coordinated dance of flavor; ends rather smokily with a sweet, toffee tail; no question but that the 15 years of aging really makes the difference in this medium-to-full bodied Scotch as the various components complement each other beautifully; a prime example of the glories of blending; the artistry of the Haig & Haig master blender shines in this succulent, distinguished whisky; hats off to this one; easily one of the top five blended Scotches available in the marketplace.

Highly Recommended.
SJ Rating—90.

USQUAEBACH
Blended Scotch Whisky
43% Alcohol

Gorgeous, vibrant, one of the most beguiling Scotch whiskies I've ever tasted; multilayered opulence, roasted almonds, but and vanilla combine in a wonderful symphony of fragrance; I gant, concentrated coffee, and sherry do sublime mid-palate character; the taste are remarkable; Scotch gets any better aware of it; after 15 years of aging, this malt and blended Scotch is the Bentley of blended Scotch whiskies; it runs with the elite of the hallowed single malts; seek out and buy.

Twelve Stone Flagon
Highly Recommended.
SJ Rating—92.

USQUAEBACH
Blended Scotch Whisky
43% Alcohol

Gorgeous, vibrant, honey-amber color; one of the most beguiling noses in the entire Scotch whisky category—perfumed, multilayered opulence, accentuated with roasted almonds, butter cream, sweet oak, and vanilla combine in a wonderful symphony of fragrance; luxurious, sweet, elegant, concentrated flavors of pepper, coffee, and sherry dazzle the taste buds; the sublime mid-palate and long, heavenly aftertaste are remarkably balanced, supple, characterful, and graceful; if blended Scotch gets any better than this, I'm not aware of it; after tasting scores of single malt and blended Scotch whiskies over the past five years, to my way of thinking this is the Bentley of blended Scotch whiskies; it runs with the elite of the hallowed single malts; seek out and buy.

Twelve Stone Flagons, Ltd.
Highly Recommended.
SJ Rating—92.

USQUAEBACH

Usqueabach in the News

SIMCHA LINK

The Finest of Scotch Whisky: Usqueabach

By Jessica Albert

Usqueabach (pronounced "oo-ke-bah"), a small, artisanally crafted, rare blended Scotch Whisky is making its resurgence in the US market – yet being owned by a local Jewish family in Englewood is even more rare. The Perry family, also known as Co-halt Brands,



The Brand features three incarnations, each having a different price point and consumer palate.

purchased Usqueabach in 2009. Thanks to the hard work of its current owners and the reliance on a fiercely dedicated customer base longing for its return, the brand can now be found in over 20 states and in all major US markets.

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spect it continues to receive. Laing describes how the selection of superior single malt casks can determine the greatness of a blend: "In the case of Usqueabach [Old Rare Stone Flagon], we operate on a high malt-to-grain ratio in the blend. Other blended Scotch whisky is a higher grain-to-malt ratio," says Stewart Laing, the distinguished blender of Usqueabach for over four decades. "There are over 40 different malts mixed together in Usqueabach. Malt is the body. Grain does not have the character, and that is what makes the recipe unique. As a blender I am always looking for balance and taste."

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cause the whisky inside is just that good."

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Today, Usqueabach's resurgence is a welcome return to a blended Scotch market dominated by large, corporate-owned brands. The ironic packaging of its signature Old Rare Stone Flagon is often a reason for customers to wax nostalgic.

"Our key retailers across the country remain enthusiastic about the brand's comeback," explains brand ambassador Judson. "They tell me, thank God, Usqueabach's back! We missed you." According to Leo Gross, owner of Filler Up, who carries Usqueabach in year and the "Old Rare" Flagon: "I carry this brand because it's smooth and very unique."

For more information log onto www.usqueabach.com. Available at Filler Up, 17 West Englewood Ave., Teaneck NJ 07666 201 862 1700.

JEW MALT WHISKY REVIEWS

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JEW MALT WHISKY REVIEWS



Usqueabach Reserve blended whisky - 43% ABV

On the nose - A pleasant nose filled with notes of pears and charcoal.

Beat up Chuck Taylors and maybe even some white pepper.

A grainy sweetness fills my nostrils as does the scent of heavily used pencil erasers.

In sum - A very enjoyable vatted malt with nearly too much meatiness but just enough for me to be OK with it. There's a fine line for me on the "meaty" malts and this one walks it quite well. I had this whisky as part of a tasting event I did for 20 some-odd people and I kept going back to it. Very enjoyable stuff.



Usqueabach Old-Rare blended whisky - 43% ABV

On the nose - Fun-fun-fun nose filled with dark roasted coffee beans and hot peppers.

In sum - A fantastic blend. Beautifully balanced with lip-smacking sherry notes. A bit of a warmer-upper - perhaps best on a cold early spring night.

Over all, I think each of these three whiskies has a time and a place. The "Reserve" is a good any day dram (not to be confused with an everyday dram though). The 15yo is an impressive malt that goes well with rich foods and good company. And lastly, the Old-Rare is a celebratory dram.

usqueabach

CELEBRATE! TAKE IT EASY USQUAEBACH

USQUAEBACH - A REVIEW OF THE STANDARD

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USQUAEBACH HIGHLANDS DASH

Ingredients

- 2 oz Usquaebach Reserve
- 2 oz Preserved Lemonade (bitter)
or freshly squeezed Lemons
- 1 oz sparkling water
- 1 oz raw honey simple syrup
- 4 drops grapefruit bitters.

- Fill a glass with finely crushed ice
- Add USQUAEBACH, lemonade & raw honey syrup to a Boston shaker
- Fill 3/4 with ice; cap & shake
- Strain into the crushed ice
- Add a splash of seltzer
- Finish with bitters
- Serve with an orange zest

*Warren Bobrow, Mixologist
author of Whiskey Cocktails*



Drink
Recipes

USQUAEBACH

HOT BUTTERED USQUAEBACH

Ingredients

2 oz Usquaebach Reserve
5 oz Hot Lapsang Souchong Tea
Raw Honey (Caledonia Spirits)
1 tsp. salted butter
4-5 drops Chocolate Bitters
(Fee Bros)
Nutmeg

- Preheat mug
- Add butter to hot mug, add
USQUAEBACH & raw honey to taste
- Top with the hot tea
- Dot with bitters
- Add a bit of nutmeg
(freshly scraped)

*Warren Bobrow, Mixologist
author of Whiskey Cocktails*

Drink
Recipes



USQUAEBACH

USQUAEBACH MANHATTAN-ITE

Ingredients

2 oz Usquaebach
1 oz Yzaguirre Sweet Vermouth
4 drops bittered sling Malagasy
Chocolate bitters
Luxardo Cherry

- Add USQUAEBACH & Vermouth to a mixing glass with ice
- Hand stir to chill
- Strain with Hawthorne strainer into a glass with one large ice cube
- Garnish with orange zest.

*Warren Bobrow, Mixologist
author of Whiskey Cocktails*

Drink
Recipes

USQUAEBACH

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*All Usquaebach images are available on
[dropbox.com](https://www.dropbox.com) link.

May the best you've ever seen
Be the worst you'll ever see
May ye aye keep hale and hearty
Till ye're auld enough tae dee,
May ye aye be just as happy
As I wish ye aye tae be.

- a Wise Old Saying from an Artisanal Scotch Whisky Blend, Usquaebach -