

USQUAEBACH SCOTCH WHISKY

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FOR IMMEDIATE RELEASE

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USQUAEBACH SINGLE MALT vs BLENDED

NY, NY (November 12, 2014) – 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 re-examining the 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 Usquaebach (pronounced "oos-ke-bah"). **Usquaebach**, established in 1877 in the Highlands of Scotland, is a small, artisanally crafted, blended Scotch Whisky that's quietly making a comeback in the US market.

Blended in Scotland by the infamous Laing family, **Usquaebach** is made from perfectly aged casks from historic single malt distilleries throughout the Highland blended with premium barley grain. 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 Laing, *"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."*

Single malt whiskys are distilled from barley that has been soaked in water until partly germinated. It is then dried over peat. Often times an age on the label indicates the youngest batch in the bottle.

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 Ryan Judson, Brand Ambassador. *"People try it because the flagon looks amazing, but they always come back because the whisky is just that good."*

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~**Usquaebach "Old Rare"~ Blended Scotch Whisky porcelain flagon** is a vestige of Scotch whisky's history - a reminder of a time, preceding bottled whiskey, when travelling merchants combined spirits of the highest

caliber single distilleries creating ethereal blends embodying sophistication. 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. 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. (MSRP \$120)



~**Usquaebach 15-Year Blended Malt** ~ is a marriage 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 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. (MSRP \$75)



~**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 to 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. (MSRP \$40)

www.usquaebach.com

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