

KEY FACTS AT A GLANCE

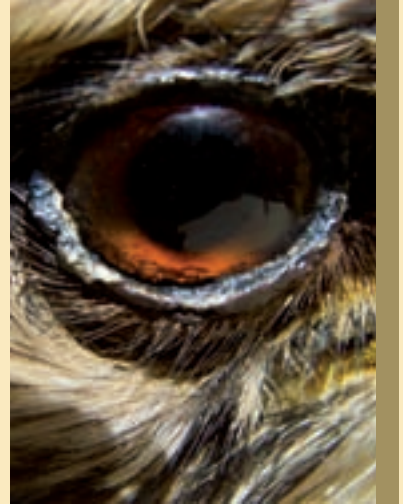
KEY FACTS AT A GLANCE

- 1898** Established by William Teacher & Sons.
- 1958** Another pair of stills added.
- 1975** An additional four stills added creating an eight Still configuration and one of the largest Malt distilleries in Scotland.
- 1976** Taken over by Allied Brewers, subsequently to become Allied Distillers.
- 1999** Rare Single Malt distillery release a 12 Year Old to mark the centenary of Ardmore.
- 2001** Direct coal-firing of stills ends following Still House fire – required by 2006 to comply with EU regulations.
- 2002** As part of Her Golden Jubilee tour, the Queen and Prince Phillip stayed in the Royal Train which was parked up at the Ardmore sidings overnight. Somewhat characteristically, the Distillery Manager commented that whilst sister distillery Laphroaig has the HRH feathers Ardmore hosted the Queen!
- 2005** Acquired by US based company Beam Global Spirits & Wine, Inc.
- 2007** Ardmore produces and releases its first widely available commercial Malt, **Ardmore™ Traditional Cask** in Duty Free and the UK.
- 2008** **Ardmore Traditional Cask** launches in the U.S.

ARDMORE TRADITIONAL CASK IS A LIGHTLY PEATED, UNIQUELY REWARDING HIGHLAND MALT WHISKY.

SECOND MATURATION IN TRADITIONAL 19TH CENTURY QUARTER CASKS.

46% ABV, NON-CHILL FILTERED.



THE ARDMORE DISTILLERY - AN UNTOLD STORY

Built by Adam Teacher, son of the Glasgow whisky entrepreneur William Teacher in 1898, **Ardmore** was created to provide a core single malt whisky for their growing and now world famous blended whisky, Teacher's® Highland Cream.

Sitting in the verdant Aberdeenshire countryside not far from the Grampian mountains, home of the Golden Eagle (a key icon of the **Ardmore** brand), the distillery has over time become one of the biggest Malt Whisky distilleries in Scotland.

The name '**Ardmore**' cannot be accredited with local importance, moreover it is believed to have been named after the 'Ardmore Point' on the Firth of Clyde between Cardross and Helensburgh, near where the Teacher's family had a home. It is also claimed that **Ardmore** is taken from an Islay distillery which operated between 1817 and 1835. The peaty flavour profile of **Ardmore™ Traditional Cask**, unusual for a mainland malt, adds certain credibility to this claim!

Built using technology developed during the industrial revolution, the distillery's original configuration comprised of one coal fired Wash and one coal fired Spirit Still, with the power provided by a coal fired steam engine. Sandwiched between its own railway sidings (the Aberdeen to Inverness line) and the B9002, the distillery was well served for the import of coal, casks and locally grown barley and the export of finished spirit to Glasgow and the **Teacher's** blending and bottling lines.

The sidings at the distillery are no longer used but some of the buildings, which formed the station, along with much of the distillery's original production equipment, including the steam engine, are still present marking a bygone era.



As **Teacher's Highland Cream** grew in popularity, so did the need to increase capacity at **Ardmore**. This first occurred in 1958 with a doubling of the Wash and Spirit Stills to four and then again in 1975 to create the magnificent eight still, Still House configuration which can be seen today.

Living in the shadow of its famous sister brand Teacher's, the peaty flavour of **Ardmore** has historically been the preserve of those able to buy the limited amounts produced by independent bottlers or an exclusive 12 Year Old released by the distillery to mark its centenary in 1998.



A NEW ERA UNFOLDS

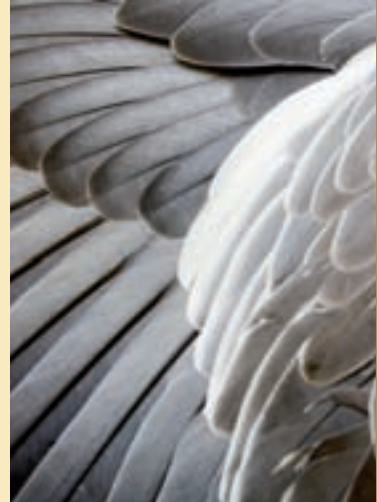
A NEW ERA UNFOLDS

Recognizing the wide acclaim of **Ardmore's** single malt amongst whisky aficionados and an increase in consumer demand, the distillery has released its first ever widely available single malt - **Ardmore™ Traditional Cask**.

Peated in the fine traditions of **Ardmore**, **Ardmore Traditional Cask** is a double matured single malt whisky. First matured in typical ex-bourbon barrels, the spirit receives its second maturation in hand-made quarter casks, similar to those used 200 years ago.

Although labour and time intensive, the process of Quarter Cask maturation allows much greater contact between the maturing spirit and the oak of the cask. When combined with the full, but relatively light peating of **Ardmore**, this creates an extraordinary malt whisky that has a well rounded flavour, a unique peat-smoke richness softened by a delicate sweetness.

To achieve the best possible representation of the distillery's flavour profile, **Ardmore™ Traditional Cask** is non-chill filtered and bottled at 46% alc/vol.



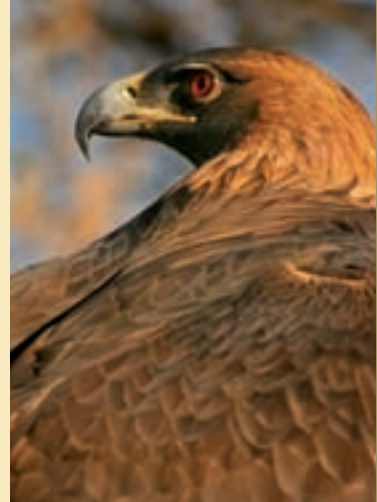
PRODUCTION – A GLIMPSE INTO THE CREATIVE PROCESS AT ARDMORE

MALTING

Purchased to optimise fermentation and ultimately, spirit yields, **Ardmore** uses locally grown barley for the purposes of malting. Whilst this is no longer carried out on premises (the **Ardmore** maltings closed in the 1960's), the distillery staff still manage the process from grain purchase through to malt production.

The characteristic peat flavour that differentiates **Ardmore™ Traditional Cask** from other mainland Malts is derived from the peating levels specified during the malting process. Classified as Light or Medium peated, **Ardmore** typically peats its malts to between 12 to 14 parts per million. To ensure local authenticity in the making of **Ardmore**, the maltsters source the peat from a bog at New Pitsligo in Aberdeenshire. **Ardmore** is the only Highland distillery to have continuously used a fully peated malt in the production of its spirit.

Stored in twelve 90 tonne bins, with a further four 50 tonne bins for overflow/emergency use, the distillery has a total malt storage capacity of 1,280 tonnes; which is pretty big by Malt distillery standards. This storage capability allows the distillery to rest its malt for two to three weeks before it is used.



MILLING

The malted barley is crushed through a traditional Boby Patent Two-High Mill, believed to date from the 1930's. This creates the Grist - a mixture of husk material, coarse grits and fine flour. Sugars will be extracted from the grist during the mashing process.

MASHING

The **Ardmore** Mashtun reflects the idiosyncratic nature of the **Ardmore** distillery, comprising as it does a cast iron body (good for heat retention), with stainless steel semi-lauter mashing gear. The distillery will mash 12.48 tonnes of malt to generate 60,000 litres of Wort, the sweet liquid from which the spirit will be fermented.

Unlike other malt distilleries **Ardmore** mashes its second water at an exceptionally high temperature of 95°C. (Most distilleries will do this at between 85 to 90°C.) The third water is applied at a temperature close to 100°C to ensure the maximum extraction of sugars from the Grist. The Sparge is then collected and used as the first water for the next Mash.

Ardmore draws its water from 15 springs on the Knockandy Hill some 1,425 feet above sea level and due North of the distillery; cooling water comes from the burns nearby.

FERMENTATION

Ardmore has ten 45,000 litre and four 90,000 litre Washbacks (fermentation vessels) which are made from Scottish Douglas Fir. The distillery has resisted the temptation to install stainless steel vessels, believing that additional flavour compounds are derived through fermentation in wood.

60,000 litres of Wort is placed into each individual (or pair of) washbacks, to which a blend of Distiller's Yeast is added. The fermentation head is left to develop for a period of between 53 and 60 hours.

DISTILLATION

Ardmore's four Wash Stills and four Spirit Stills make it one of the biggest malt distilleries in Scotland, capable of producing approximately five million litres of spirit per annum.

The Wash Stills are charged at 15,000 litres and Low Wines collected for between five to five and a half hours. The Spirit Stills, which are differentiated by their slightly longer necks, are charged at a slightly higher level of 15,500 litres with the distillation cycle lasting for about eleven hours.

All Spent Lees (spirit distillation waste) is treated through the distillery's own copper removal plant, which is believed to have been the first in the Scotch whisky industry. Since the conversion from direct fired coal to indirect steam heating in 2001, **Ardmore** now make two types of spirit, **Ardmore** (fully peated) and

Ardlair (unpeated). Ardlair is named after a set of standing stones a few miles from the distillery and it is principally used for blending by other distillers as a blending malt.

MATURATION

Young, high in strength and colourless, the spirit must grow old in wood, mellowing and maturing while it takes on the colour, taste and aroma of casks of seasoned oak. At **Ardmore** the majority of the spirit is used to produce Teacher's® Highland Cream. Spirit destined for **Teacher's** is placed in large Spanish oak Puncheons holding up to 550 litres. Here it will sit for around six years slowly maturing before blending.



The maturation of **Ardmore™ Traditional Cask** takes place in ex-American Bourbon Barrels holding 190 litres of spirit. Matured on site the casks will lie awaiting the time when the Master Blender believes they are ready, before being transferred to quarter casks for finishing.

Reflecting more traditional times before standard bottling age became the norm, no hard or fast rules apply to the time the spirit will lie in either cask or indeed when it will be bottled. This is down to the judgement and experience of the Master Blender who will decide when the spirit is right.

TASTING NOTES

TASTING NOTES FOR ARDMORE™ TRADITIONAL CASK HIGHLAND SINGLE MALT

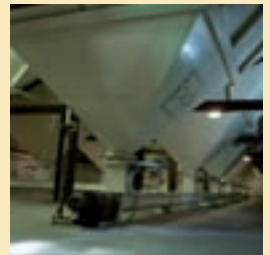
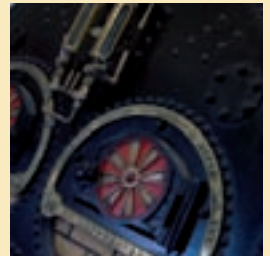
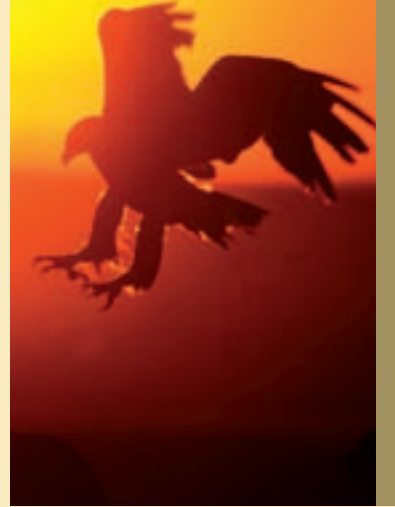
COLOUR Burnished Gold

NOSE At bottle strength the influence of the two styles of maturation casks compliment each other producing a full-bodied smooth aroma. The maturity that shows through comes from the American barrels and the spicy creamy nose from the old style smaller casks.

A touch of water allows the full complexity of the Highland peated malt to appear. The rich softness linked with the smooth, slightly dry aroma is combined with just enough earthy peat smoke to avoid being overpowering.

PALATE At bottle strength the full rich flavours burst and fill the mouth with a creamy peat tang and a touch of vanilla's soft gentleness. If a touch of water is added then the flavours increase with the addition of a sweet ripe fruit start followed by the tang of peat

NOSE Full, succulent and quite long



THE FULL BODIED SMOOTHNESS CAN BE BEST APPRECIATED AT BOTTLING STRENGTH BUT WITH
A TOUCH OF WATER THE FULL COMPLEXITY CAN BE RECOGNIZED.

ARDMORE BIOGRAPHIES

ROBERT HICKS - MASTER BLENDER

After a distinguished 40-year career in Scotch Whisky, much of it as a Master Blender, Robert Hicks is responsible for the quality and flavour of Laphroaig® Islay Single Malt, Ardmore™ Traditional Cask, and Teacher's® Highland Cream.

Mr. Hicks was awarded the first ever Distiller of the Year honour by the International Spirits Challenge in 1998, which he won again in both 1999 and 2003. He then received the Lifetime Achievement Award in London in March 2006.

ALISTAIR LONGWELL - DISTILLERY MANAGER

Glasgow-born Alistair Longwell began his career in whisky with an engineering apprenticeship with WM Teacher & Sons. He received a National Certificate and a Higher National Certificate in Electrical & Electronic Engineering and completed his apprenticeship at Allied Distillers Kilmalid facility, having worked in every department on the site.

After completing a Certificate in Training Practice and a Diploma in Management Studies, Alistair received a position within Allied Distillers' (Domeq's) Malt Distilleries management team, which took him to all of Allied's malt distilleries: Ardmore, Glenburgie, Glencadam, Glendronach, Glentauchers, Laphroaig, Scapa and Tormore. He also spent a short time as relief manager at ADL's Beefeater Gin Distillery in London.

In 2005, his career came full-circle, when he became the distillery manager of Ardmore, which was founded by WM Teacher & Sons.

SIMON BROOKING - MASTER AMBASSADOR

Born in Edinburgh, Scotland, and a member of the Robertson Clan, Simon traces his roots back to the 13th Century and the Celtic Earls of Atholl.

A well-known expert on Scotch whisky, Simon has worked for a number of leading Scotch distilleries, learning the art and science of distilling from the world's foremost master distillers and blenders.

For over 10 years, Simon has led hundreds of Scotch whisky tastings for consumers, bartenders and social organizations. Both informing and entertaining, his presentations have made him an in-demand speaker and spokesperson.

Simon's love of Scotland's Highlands and Islands has paved the way to his present position as the Master Ambassador for Ardmore and Laphroaig Single Malt Scotch whiskies.