

# PURE SCOT®

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Media Release

## PURE SCOT IS BORN

The perfect balance between provenance and progression.

A contemporary Blended Scotch Whisky – Pure Scot – is the new drink for the modern whisky consumer. Launching in Melbourne at the end of 2015 ahead of its global rollout, Pure Scot is the first Australian-owned whisky distilled traditionally in the southern Lowlands of Scotland.

Pure Scot Blended Scotch Whisky is the perfect balance of provenance and progression. Contemporary and fresh - combining unique Bladnoch Single Malt, robust island malts, aged Speyside and Highland malts and select grain whiskies.

The expertise and passion of Pure Scot's master distiller Ian Macmillan is reflected in every drop - delivering a crisp, smooth, authentic taste - adaptable to many drinks and occasions. Evoking 200 years of heritage, Bladnoch Distillery - home to Pure Scot - has resided on the Bladnoch River since 1817.

Pure Scot is the vision of successful Australian businessman David Prior, bringing a modern interpretation to a category steeped in provenance, but in a younger and more accessible way.

"It's a highly adaptable, versatile, contemporary-tasting product, not smoked, it's really for the younger consumer," David Prior said.

Former CUB boss John Murphy, who has teamed up with Prior says Pure Scot hopes to lure new consumers - mainly in the 25 to 30 year bracket – into the Scotch whisky category by reinventing Scotch as a social drink, rather than a elitist beverage.

"The beauty for us with Pure Scot is we don't have to be protecting and defending. We can come in and actually blow the hell out of this thing. We don't have to worry about those rules. We can play with any rules. We can talk to customers and consumers differently," John Murphy said.

Pure Scot is available through Dan Murphy's stores across Australia or at selected bottle shops and bars nationally. RRP \$79.99.

For more information please visit [www.purescot.com](http://www.purescot.com)

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