



THE OFFERING



SPECIAL RELEASE 2022

THE 2022 COLLECTION

LEGENDS UNTOLD CHAPTER 2

ELUSIVE EXPRESSIONS





LEGENDS UNTOLD CHAPTER 2

FOLLOWING THE WIDESPREAD EXCITEMENT AROUND LEGENDS UNTOLD, WE BUILD ON OUR MOST UNCONVENTIONAL AND IMMERSIVE STORYTELLING WITH A NEW CHAPTER.

Luring our consumers to the edges of our flavour maps, we create a vivid and fantastical collection of elusive expressions —showcasing the world of RARE flavour possibilities from our most celebrated malts brands.

More rarity, more flavour, more fantasy, embedded into culture

YEAR 1

Introducing our **signature expressions** and inviting consumers into the mythical world surrounding them.

YEAR 2

Luring consumers to the **boundaries of each brand's flavour map**, with new fantastical stories and characters to bring these **rare flavours** vividly to life.

onfidential *



ELUSIVE EXPRESSIONS

Through exploring a visual theme of **duality** (**DARK** and **VIVID**), we have created imaginative, **immersive worlds, characters and stories** with a fantasy traction. The **two illustrators** Kevin Tong (Dark) and Ken Taylor (Vivid) have used contrasting colours, styling and assets to connect with the flavours. The illustrations capture moments of **active transformation**, where our protagonists interact with the liquid to create an **elusive experience**.



* Confidential *



THE 2022 COLLECTION

Rare and collectible selection of whiskies, pushing the boundaries of flavour for expressions never seen before.

TALISKER

11YO

The Lustrous Creature of the Depths
£110 (70cl) / £35 (20cl)

Ex-Bourbon & Refill Casks
for a surging sweetness and
heightened spice.

SINGLETON OF GLEN ORD

15YO

The Enchantress of the Ruby Solstice
£120 (70cl) / £38 (20cl)

Extended secondary
maturation in Wine Casks.

MORTLACH

NAD

The Lure of the Blood Moon
£250 (70cl)

Finished in Tawny Port and
Red Muscato casks —wrapped in
ruby red layers.

LAGAVULIN

12YO

The Flames of the Phoenix
£135 (70cl) / £42 (20cl)

From Virgin Oak & Our
Smokiest Reserves for surging
spice and smoke.

CAMERONBRIDGE

26YO

The Knight's Golden Triumph
£275

Exclusively Refill Casks
*Cameronbridge's first ever
inclusion in Special Releases!

OBAN

10YO

The Celestial Blaze
£105 (70cl)

Double Matured in ex-Sherry
and Amontillado-seasoned
Sherry Casks.

CARDHU

16YO

The Hidden Paradise of Black Rock
£160 (70cl) / £50 (20cl)

Jamaican Pot Still Rum
Cask Finish.

CLYNELISH

12YO

The Wildcats Golden Gaze
£175 (70cl)

Double Matured in PX Oloroso
Sherry Casks for dark molasses
growling with sweet spice.

*** Confidential ***



THE FLAMES OF THE PHOENIX

Crackling spice rises from the smoky intensity. From a combination of virgin oak casks and smokiest reserves.

As our legend goes, one extraordinary day the King of Islay was reborn. A spark of sunlight fell from the sky, and set the land ablaze. When the flames subsided, the scorched earth was veiled in thick smoke. Suddenly, new life rose from the ashes in shimmering feathers of honeyed gold and rich crimson. A regal Phoenix soared above its wings of fire powering the stills of Lagavulin, amplifying its spiced intensity.

Lagavulin has long been the home of legends. Its rocky bay was crowned with a castle by Lords of the Isles who ruled long ago. The distillery rose in succession; deeply respected, a king born to power. Made in the birthplace of distilling, this iconic Islay malt is intense and smoky, steeped in history and lore for over two hundred years.

In this deep expression from virgin oak and our smokiest reserves, peaty casks lead spice and smoke on their eternal dance with deep sweetness. The smooth, oily start shines with sweet richness, before lemony citrus and sea salt add freshness and an explosion of spice to savour. Mid-palate, the taste becomes more drying, its smoky intensity ever-growing. Great waves of peat wreath the long, smoky-spicy finish. New-fired, Lagavulin soars to fresh heights of spiced smoke.

TASTE

IN BRIEF...

The King of Islay reborn as a shimmering, flame-garlanded phoenix, fit to power a soaring, deeply smoky expression.

IN A SENTENCE...

An elemental Lagavulin from virgin oak and our smokiest reserves, in which rich, peaty casks lead saltiness, spice and smoke on their eternal dance with deep sweetness.

IN FULL...

Appearance: Gleaming, iridescent gold.

Nose: Dry, with an immediate powerful smokiness; much more so than is usual with Lagavulin, with charcoal and fragrant peat massively to the fore, backed by a clean fresh base-note that suggests sea air and mineral scents. Much reduced, aromatically, with even a little water, it remains essentially unaltered.

Body: Medium.

Palate: The smooth lightly oily texture shines with sweet richness; the taste is sweet to start, then takes off with a soaring lemony acidity and a sprinkling of sea salt to add freshness. Mid-palate the fire dries the taste, which flies still higher now in its salty-smoky intensity. A dash of water rounds and sweetens but it's the smoke that dominates.

Finish: Long, with great waves of peat-smoke, and new-fired heights of spiced and smoky intensity that last wonderfully in the aftertaste.



Age : 12YO

From heavily peated American Oak refill and virgin oak casks.

Strength : 57.3% ABV

Place of Origin:
Port Ellen

Region: Islay



THE LUSTROUS CREATURE OF THE DEPTHS

Luminous spiced sweetness surges from storm-tossed layers

From lightly-peated ex-bourbon casks

As our legend goes, when the tides at Talisker Bay flowed with an unusual force, a luminous creature was drawn from the blackest depths, flooding the deep-sea darkness with its captivating glow. This powerful luminescence was carried on storm-tossed currents to the Talisker distillery, illuminating its new-make spirit. In that spirit too, the vivid luminosity shone, its classic smokiness fading before a radiant tide of spice-bright sweetness rarely seen.

On the shores of Loch Harport, near the western edge of the rugged Isle of Skye, legends easily ring true. Standing apart, its new make spirit cooled by the sea, Talisker has forged its own maritime destiny here since 1830. Sweet, salt-laced, thunderous and smoky, as elemental as land, sea or storm, this is a whisky for the wild at heart, Made by the Sea.

Light shines in every element here. Amid a deep golden glow, salty, smoky hints of a beach bonfire give the mild nose a maritime feel. First fill ex-bourbon casks gift layers of luminous flavour, the texture smoothly oily, the taste sweet and smoky-spicy, salty and fruity, like an orchard in sea mist. Peaty power appears in the chilli-spiced catch of the long finish. This is a legendary Talisker, of ethereal beauty.

TASTE

IN BRIEF...

Elemental yet also classic in character: maritime malty smokiness merges smoothly with a tide of spice-bright sweetness to form a salt-laced monster that is truly “Made by the Sea”.

IN A SENTENCE...

First-fill ex-bourbon casks gift layers of flavour; a luminous spiced sweetness bathes storm-tossed notes of smoke and sea in its irresistible glow.

IN FULL...

Appearance: Deep, glowing gold.

Nose: Maritime in feel, with light spice-prickle, the first impression suggests a beach bonfire of dry seaweed, then deep-seated notes of maritime saltiness and marine engines take over, on a base of drying fresh linen. All these scents hold together well at reduced strength.

Body: Medium.

Palate: Smoothly oily in texture, while the taste is gloriously sweet throughout and smoky-spicy, with a distinct fruity hint, all of which evokes an orchard seen through smoke and sea mist. A fine salty balance in the middle leads the spiciness on into a powerful chili pepper catch as you swallow. With a drop of water, the sweet fruitiness and saltiness come into their own.

Finish: Long, sustained and lightly smoky, with lingering warming spice.



Age : 11YO

From American Oak ex-bourbon first fill, refill and wine-seasoned casks

Strength : 55.1% ABV

Place of Origin: Carbost

Region: Island /Isle of Skye



THE WILDCAT'S GOLDEN GAZE

From depths of dark molasses, a radiant
sweet-spice glows

Secondary maturation in PX/Oloroso Seasoned Casks

Legend has it, Clynelish was once lashed by an epic blizzard. The storm's unnatural chill put precious casks at risk of certain ruin – their contents freezing in the glacial winds, until a mysterious feline creature silently appeared. Impervious to the bitter temperatures, it turned its hypnotic golden eyes on the casks, wrapping them in a cocoon of magical warmth. The rescued oak transformed with rare depths of mysterious and glowing spice, buttressed from the cold forevermore.

Retreating against a wild beauty, into the bramble-filled woods of the Highlands, Clynelish is a distillery even more remote than most. It is also the natural habitat to the elusive Scottish wildcat, *Felix Sylvestris*. Few of these evanescent creatures remain and rarely are they seen, but the wildcat symbol is emblazoned on the Clynelish distillery, guarding it for all time.

Bright as a golden eye, amid the light, this Clynelish shows a spicier side to its bright fruitiness and waxy texture. The rich liquid glows with complex aromas of fruit, herbs and deeper, scented oak spice. The smooth texture and rich, wine-sweet flavours snarl with pepper-spice after an extended secondary maturation in Pedro Ximenez/Oloroso casks. A single malt as rare and elusive as its mysterious guardian.

TASTE

IN BRIEF...

An unusual Clynelish with just a slight trace of waxiness: the finishing casks have added sweetness and spiciness, developing the distillery character in an interesting way.

IN A SENTENCE...

Bright sweet fruitiness combines with intense oakiness to create a Clynelish of radiant sweet-spicy intensity.

IN FULL...

Appearance: Liquid sunlight. Bright gold.

Nose: Creamy top notes soon give way to light yet complex fruity and herbal aromas; subtle, understated suggestions of fruity mincemeat, tinned pears, even heather honey. Deeper still, spicy scents of oak preview a soaring intensity on the palate. A drop of water increases the herbal note, while also introducing a familiar waxy hint.

Body: Medium.

Palate: A very smooth, mouth-filling texture introduces a lively taste that is rich and wine-sweet overall, the palate well-balanced by snarling peppery, oaky spice. A little water enhances the sweetness, steers the smoothness of the texture towards waxiness and rounds the flavours, which soon give way again to spicy heat.

Finish: Quite long, chili-spiced, and appetisingly drying, with lingering pepper. A little water enhances the creamy- smooth texture and adds a little more spice.



Age : 12YO

Matured in refill
American Oak, then
in PX/Oloroso
seasoned casks

Strength : 58.5%
ABV

Place of Origin:
Brora

Region: Coastal
Highland



THE LURE OF THE BLOOD MOON

Dark, sweet, ruby richness entwined with gingery depth

Finished in Tawny Port, Red Muscato and Virgin Oak casks

As our legend goes, one fateful night the moon turned blood-red in the Mortlach sky and a mysterious alchemy came to pass. The Beast of Dufftown transformed under the sanguine glow, and soared through the night sky, a mythic creature drawn upward by the mesmerising crimson orb. Deep inside the Mortlach stills, the blood moon's influence echoed, its seductive ruby richness and dark complexity transformed Mortlach itself with a rare and bewitching nature.

Nestled in its dark, historic vale, Mortlach has long lured aficionados to its deep and magnetic character. It has its own aura; the light seems to draw lower through its hallowed doors. Even the way of things is different, the whisky 2.81 times distilled in six singing stills arranged in a pattern found nowhere else. Part science, part mystery. Bold, yet enigmatic.

Gleaming with ruby light, this legendary whisky was finished in a combination of Virgin Oak, Tawny Port and Red Muscat wine casks enhancing its deep amber colour. Robust aromas of rich wine and sweet grape entwine with Mortlach meatiness. Dark and richly layered, the intense, lively and sweetly fruity taste glows with gingery depth spiced by original part-maturation in Virgin Oak. Late at night, in flickering light, the finish soars above all. A whisky to cherish; sweetness, darkness and depth drawn together in mystical union.

TASTE

IN BRIEF...

A wonderfully intense, structured Mortlach that ensnares the meaty "Beast of Dufftown" in a deep, spicy, ruby-red fruitiness forged in a highly unusual combination of maturation casks.

IN A SENTENCE...

A deliciously rich expression of Mortlach's dark, meaty character that draws sweetness, darkness, and depth together in a mystical, intensely fruity union.

IN FULL...

Appearance: Gleaming gold with ruby lights.

Nose: Robust savoury, rich notes evoke a hearty cassoulet with haricots, tomatoes, spicy sausage, and crisp pork belly. Intriguing aromas of grape and red wine entwine with this meatiness then, as the nose develops, become more mineral.

A little water changes the picture again, lowering the spiciness and bringing up more rounded, wine- accented sweet red fruit.

Body: Medium to full.

Palate: Rich and smoothly mouth-filling in texture, while the deep and intense taste is sweetly fruity rather than meaty, and spicy-dry, as the virgin oak makes its presence felt. Magnificently lively, with a richly layered taste, in which hints of ginger lead a spicy dance. A dash of water fashions a delicious, harmonious and strong marriage between fruitiness and black pepper spiciness.

Finish: Long and deeply impressive, with power, fruit and black pepper in perfect harmony, a spicy kick as it goes down and a warming glow spreading across the palate. Finally, the palate is left dry, bathed in a glorious afterglow. A drop of water adds a dash of acidity.



Age : NAD

Matured in refill American Oak then in virgin, Tawny Port and Red Muscat-seasoned casks.

Strength : 57.8% ABV

Place of Origin: Dufftown

Region: Speyside



THE ENCHANTRESS OF THE RUBY SOLSTICE

Luscious red berries kissed with spell-binding spice

Secondary maturation in wine casks

As our legend goes, a bewitching enchantress once lived deep within the emerald caverns of the River Ord. Powerful and beguiling, she could make the water dance at her command. As each solstice approached, she would fix her diamond-bright gaze on the river, and weave its currents into rich, and indulgent ruby-red wine. As they flowed through The Singleton's water source, these charmed currents imparted The Singleton with a luscious and alluring character, as spellbinding as the ritual of the ruby solstice.

Chasing the river's edge beside The Singleton of Glen Ord, the story of singular enchantment carries weight. The only remaining Single Malt distillery on the Black Isle, this whisky's magic lies in its decadently layered flavours. Masterly slow crafting has long been the key; letting each stage of making from malt to maturation take its time, so that the liquid is balanced, smooth and enticing.

This rare expression mesmerizes with a sumptuous character, refined through eight years in wine casks. The glass gleams with glimpses of deep amber. Aromas of red wine, oak spice and fruits create an equal allure, while barley-sugar sweetness balanced by salt and crisp gooseberry sings with a rich, velvety voice. Ultra-smooth throughout, the palate seduces with a final peppery note, like a bewitching kiss of silken spice.

TASTE

IN BRIEF...

A lively expression of The Singleton of Glen Ord; smooth and sweet, with elegant winey notes intermingled with luscious red fruits, it is also spicy-dry, with a gingery heat.

IN A SENTENCE...

A mesmerising malt, in which beguiling, subtle wine-fruit notes entwine seductively with the layered, smooth, and rich distillery character.

IN FULL...

Appearance: Deep, lustrous amber.

Nose: Dry overall, the gentle nose gives a vinous first impression, backed by spicy, woody notes of oak shavings and beech. Alluring aromas of tart red berry fruit and creamy vanilla spread among them, and a hint of wax appears in the development.

A little water softens the nose and relaxes the aroma, without great alteration.

Body: Medium.

Palate: An ultra-smooth, mouth-filling texture prefaces a lively, intense taste; barley-sugar sweet, with a pinch of salt. That sweetness becomes pleasantly tart, with suggestions of gooseberry and crisp grape. At reduced strength, it is not as tart, but still spicy; the sweetness is highlighted yet the appetising spicy heat remains.

Finish: Lengthy and palate-drying, as pepper-heat lingers in a last kiss of silken spice. With water sweeter, now with a trace of fondant in the aftertaste.



Age : 15YO

Matured in refill American & European Oak, then double matured in wine-seasoned casks.

Strength : 54.2% ABV

Place of Origin: Muir of Ord

Region: Highland



THE HIDDEN PARADISE OF BLACK ROCK

A lush and honeyed Scotch, erupting with tropical sweetness

Finished in Jamaican Pot Still Rum Casks

Legend has it, one day the ancient black rock beneath Cardhu gave an earth-shaking crack and a great warmth rushed forth from within, unleashing a tropical paradise. Biting wind became a soft breeze and lush aromas of passion-flower and pineapple danced through the distillery and its grounds, enveloping all it touched with a rare, exotic quality. At midnight, the chasm closed, silent once again forevermore. Only the vibrant whisky distilled that day remained to tell the tale

Standing on the wind-whipped heather fields that surround the Cardhu distillery today, the verdant lilac grounds belie the truth of Cardhu's origin name, 'the black rock', Carn Dubh. From this splendoured hill, the Cardhu distillery grew with unmistakable allure. From its iconic red door, the distillery welcomed passers-by for centuries, inviting them with a vibrant whisky, crisp with the sweet taste of Scottish orchards.

Here, finishing in Jamaican Rum casks, a vibrant tropical sweetness awakens. Golden colour vies with smooth texture, as heady sweet aromas of pink grapefruit and ripe mango beguile the nose. On the palate the smooth rum toffee-sweet taste offers drying, exotic hints of spiced pineapple and green banana. Bursting with lush aromas- a whisky that tastes of paradise.

TASTE

IN BRIEF...

A richly honeyed Cardhu with lush, tropically sweet, rum cask-rounded flavours and peppery wood-spice, which combine to create a vibrant taste of paradise.

IN A SENTENCE...

Light on its feet, lush and sweet while also lively and fresh, with a surprisingly spicy, peppery finish, so making an especially exotic apéritif malt.

IN FULL...

Appearance: Clear gold.

Nose: Beguiling first impressions begin with the fresh, sweet fruitiness of lemon zest and white grape enriched by exotic notes of pink grapefruit and ripe mango, all on a faintly mossy base, a note that evolves into freshly ironed linen. A notably spicy and woody note soars high above. A drop of water dries these aromas and introduces a pinch of white pepper.

Body: Light to medium.

Palate: A creamy-smooth and full texture, the taste erupting with sweet flavour. Tingling on the tongue, the fruity and malty sweetness behind this suggesting home-made rum toffee and more exotic hints of spiced pineapple and green banana, made more appetising still by spicy and drying, bracingly crisp, clean oak. A dash of water creates a delightful and even smoother texture, still strong in peppery spice.

Finish: Quite short, sweet and peppery. With water, the oaky spiciness is even more forward.



Age : 16YO

Matured in refill and re-charred American Oak, then finished in Jamaican Pot Still Rum-seasoned casks

Strength 58% ABV

Place of Origin: Knockando

Region: Speyside



THE CELESTIAL BLAZE

Rich caramel and spice light up violet plum and blackberry

Secondary maturation in ex-Sherry and Amontillado Seasoned casks

As our legend goes, a vivid blaze of light grew against the ink-black sky above Oban, driven by a celestial being. A sprightly and energetic creature carried on the stars, charged across the heavens and showered the sky in an explosion of violet brilliance, shedding its ethereal light on the Oban distillery. An intense vibrancy lit the grounds with hues of plum and blackberry, infusing Oban with an other-worldly sweetness, rarely seen.

On a rare autumn night at Oban bay, the shimmering lights of the Aurora Borealis illuminate this quaint coastal town and its namesake distillery. One of the oldest and smallest distilleries in Scotland, in 1794 Oban rose, bringing an electric vibrancy to the quiet surroundings. Small as it may be, its mythical nature has been written in the stars for centuries.

Maturation in refill and new American Oak, then double maturation in ex-Sherry & Amontillado seasoned casks, brings a mild nose with maritime salt and sea air. The creamy texture introduces a taste rich in sweet hints of wine-poached spiced plum, balanced by vibrant salt and spice, before finishing as chilli pepper. Rich, sticky sweetness sparkles through light smoke and salt, in an Oban of super-natural character.

TASTE

IN BRIEF...

Gentle on the nose, with maritime aromas, this super-natural Oban has a rich personality on the palate; a second maturation in Amontillado casks gently bringing new layers of vibrancy and flavour.

IN A SENTENCE...

A celestial marriage of creamy smoothness, richly sweet fruitiness, light smoke, salt, and peppery spice.

IN FULL...

Appearance: Pale, ethereal gold.

Nose: Gentle in feel, with no prickle. The top notes are faint at first yet grow easier to make out, studded with maritime hints of salt crystal, edible seaweed, and ozone-fresh sea air. As the senses adjust a very faint smokiness appears, infused with mere suggestions of lint and light olive oil, and a light note of lemon citrus fruit.

Body: Medium.

Palate: The texture is soft and creamy-smooth, while the taste shines brightly with wine-fruit notes that carry hints of sweet violet and spiced plum. The fruit is balanced by a lively spiciness first met as saltiness mid-palate, then in a blazing dash of chili pepper. A little water softens the taste, taming the spiciness without altering the balance overall.

Finish: Quite long and surprisingly peppery, leaving a smooth memory of chili pepper in the maritime aftertaste



Age : 10YO

Matured first in refill and new American Oak, then in Amontillado-seasoned casks

Strength 57.1% ABV

Place of Origin: Oban

Region: Coastal Highland



THE KNIGHT'S GOLDEN TRIUMPH

A regal and silken Scotch, tamed through the decades
Exclusively Refill casks

As our legend goes, a brave knight forged a crown from a spirited battle lasting 26 years. Plunging through the River Ore in triumph, he carried his flag high, its long cerulean ribbons dissolving into the river's gentle flow, transforming the water into sweet, silken gold. There, a majestic distillery was born, and as the story has it, every 26 years since, the river runs gold once again, its lustrous character present in every dram.

Rising with a golden quality in 1824, Cameronbridge became the most enduring legacy of one of the oldest whisky dynasties. Regal, velvet and refined in its richness, its whiskies were renown for their silken and honeyed-smooth character, a taste of which rippled around the world, with loyal subjects far and wide.

This bold spirit gleams gold in the sun and swirls silky-smooth in the glass. Subtle aroma yields hints of spice, these savoury notes flanked by traces of hard toffee and shavings of fine oak. The smooth flowing texture carries a taste sweet with caramel toffee and intensely oaky-dry. Living up to lore, it's a regal spirit of abundant richness.

TASTE

IN BRIEF...

A rarely seen, regal whisky still in the prime of its years, with a rich, sweet nature lightly influenced by long years in cask, and a spicy, peppery finish that comes as a pleasing surprise.

IN A SENTENCE...

Urbane yet determined; sweet and smooth on the surface, but with hot spices bubbling away beneath; quite delicious.

IN FULL...

Appearance: Gleaming gold with amber lights.

Nose: Subtly spiced cereal hints and sweetness entwine to suggest ripe tropical mango, papaya, and peapods. Rising through this, traces of hard toffee and light, sustained shavings of oak hint at the spicy intensity on the palate. A splash of water reveals notes of cinnamon bun and salted toffee. Later, these fade appealingly to scented beeswax

Body: Medium.

Palate: Silky and smooth-flowing in texture with an intense butterscotch-sweet taste, which mellows into rich caramel toffee. A balancing spicy-dry, oaky intensity appears mid- palate. Adding water softens the honeyed sweetness to creamy-smooth Swiss milk chocolate, with just a little salt mid-palate. Gentle spice now holds the sweetness in check.

Finish: Short and quite intense, with considerable warming chili spice. With water sweeter, the spice reduced.



Age : 26YO

Matured in refill
American Oak
casks.

Strength 56.2%
ABV

Place of Origin:
Cameronbridge

Region: Lowland
Single Grain



REASONS TO BELIEVE

INTRODUCING ELUSIVE EXPRESSIONS, A HAND-PICKED COLLECTION OF EIGHT EXQUISITE SCOTCH WHISKIES, EACH INSPIRED BY THE STORIES OF MYTHOLOGICAL AND MYSTERIOUS CREATURES, PUSHING THE BOUNDARIES OF FLAVOUR.

CUSTOMER BENEFITS	CONSUMER BENEFITS	KEY BENEFITS
– Bring value to customers with something special these will halo the other products from these distilleries in your portfolio – Limited edition these products are only produced once, so need to be taken advantage of before they're gone – Capitalise on growth of the luxury malts category and the growing consumer demand for aged, experimentally-finished whiskies. – Reputation enhance your reputation and perceived expertise in the whisky market by stocking a special range of high quality and rare liquids – Create consumer interest with impactful, disruptive, modern and engaging packaging design and POS – The pack design features a QR code that unlocks access to a mythical world via a digital experience, that directly leads consumers to discover each one of the ELUSIVE EXPRESSIONS stories and unique cocktail and serve book.	– "Luxury gifting" surprise and impress with clearly rare, limited and very high-quality luxury whisky as the ideal gift – "Collectable" the rarest expressions, only one production – "Unique flavour" explore unique expressions from prestigious distilleries and interesting lesser-known distilleries	– The Special Releases are a highly anticipated event in the whisky industry. – The collection is now recruiting beyond whisky collectors and connoisseurs and attracting a new whisky audience. – We will reach this wider audience interested in luxury collectable items with this year's Special Releases by immersing them in the world of ELUSIVE EXPRESSIONS through an omnichannel universe full of rich storytelling. – ELUSIVE EXPRESSIONS is a hand-picked collection of eight exquisite Scotch Whiskies, each inspired by the stories of mythological and mysterious creatures - experimental and limited expressions and certainly not an opportunity to be missed.

* Confidential *