



**THE BALVENIE PROUDLY ANNOUNCES CRAFTSMAN'S RESERVE
NO1, THE COOPER**
FIRST EVER MEMBERS' BOTTLING REVEALED

After receiving numerous requests from whisky fans and members of The Balvenie Warehouse 24 for an exclusive members only bottling, the craftsmen at The Balvenie have answered the call with their latest limited edition expression. The Balvenie Malt Master, David Stewart has created, Craftsman's Reserve No1, The Cooper, a limited release to celebrate the invaluable craftsmanship employed by The Balvenie's skilled team of distillery coopers.

With 50 years of whisky making experience, David Stewart, used his unparalleled expertise to marry two European oak sherry butts of The Balvenie 15 year old Single Malt, casks 10142 and 17949, to create this limited edition that will enthuse and intrigue whisky aficionados and collectors alike.

Craftsman's Reserve No1, The Cooper is a mature and complex single malt, with sherry notes, underpinned by sweet spices, leather and toffee. Its taste is characteristically honeyed and sweet while its texture is syrupy, giving a mouth-watering sensation of dried fruits, spices and melting dark chocolate.

This release is available exclusively to members of [The Balvenie's online community - Warehouse 24](#). Named after the oldest surviving part of The Balvenie distillery, Warehouse 24 is the section of The Balvenie's website reserved for those who want to get a little closer to The Balvenie and the craft of whisky making.

Ian McDonald comments "As coopers our job is to make sure the casks are fit for purpose; to ensure they're watertight and that the 'nose' of the barrel is just right. Whether toasting, repairing or maintaining our casks, it's a very hands-on job, and a very satisfying one at that."

Dr Andrew Forrester, The Balvenie's UK Ambassador comments "Craftsman's Reserve No1, The Cooper is a unique expression that highlights The Balvenie's commitment and support of craftsmanship and the members of Warehouse 24."



“We also employ six full-time Coopers who rejuvenate, repair, rebuild, seal and maintain dozens of casks every day and this expression is a celebration of their unique skill.”

Craftsman’s Reserve No1, The Cooper was unveiled on the 17th January in The Balvenie’s first ever live online tasting from The Balvenie distillery in Dufftown, Speyside. David Stewart was joined by The Balvenie’s Head Cooper, Ian McDonald, The Balvenie’s Global Ambassador Sam Simmons and members of The Balvenie’s online community, Warehouse 24, who were sent a limited edition tasting pack allowing them to take part.

300 bottles of The Balvenie Craftsman’s Reserve No1, The Cooper, bottled 59.4% ABV will be available to buy in the UK, exclusively via Warehouse 24 from February at £65. Register at www.thebalvenie.com

~ ENDS ~

For further information, please contact Kirsty Chant or Lucy McCulloch at touch pr on 0870 774 0707 or email kirsty@touch-pr.co.uk/lucy@touch-pr.co.uk

NOTES TO EDITORS:

TASTING NOTES FOR THE BALVENIE CRAFTSMAN’S RESERVE NO1, THE COOPER

- ❖ Nose: Great nose of fruit and caramel, sweet spiciness, and even some treacle scone mix. With water more of a citrusy experience with candied orange and lemon peel.
- ❖ Taste: Soft, smooth and sweet, lovely waxiness with marmalade and spice at the back of the throat

ABOUT IAN McDONALD, HEAD COOPER AT THE BALVENIE DISTILLERY

Born and raised just a stone’s throw from the distillery, Ian joined The Balvenie in 1969 at the tender age of 15 on a year’s probation where he learned the ways of working with wood and to handle rolling barrels. Working alongside The Balvenie’s fully fledged craftsmen; Ian signed his apprenticeship papers at the age of 16 and spent 5 years mastering the art of the Cooper, learning the traditional skills that remain unchanged in over 120 years. Upon graduating Ian has never looked back, and took on the position of Head Cooper in 2010.



ABOUT THE BALVENIE WAREHOUSE 24

Signing up to The Balvenie Warehouse 24 entitles whisky enthusiasts to:

- ❖ Exclusive invitations to events and tastings
- ❖ Exclusive and limited bottlings for members
- ❖ Balvenie distillery release news and previews
- ❖ Access the complete set of whisky academy video tutorials
- ❖ Meet the Brand Ambassadors and tap into their knowledge
- ❖ Build an online 'whisky shelf' and share tasting notes with fellow members

ABOUT THE BALVENIE

- ❖ The Balvenie is a unique range of single malts created by David Stewart, The Balvenie Malt Master. Each has a very individual taste, but each is rich, luxuriously smooth and underpinned by the distinctively honeyed character of The Balvenie.
- ❖ Produced in Speyside in the Scottish Highlands, the exceptional quality of The Balvenie Single Malt is due to the fact that The Balvenie Distillery retains and nurtures a high level of craftsmanship that other malt whisky producers no longer employ: nowhere else will you find a distillery that still grows its own barley, still malts in its own traditional floor maltings, still employs Coopers to tend all the casks and a coppersmith to maintain the stills.
- ❖ Born in Ayr on the west coast of Scotland in 1945, David Stewart joined William Grant & Sons in 1962, the year before Single Malt Scotch Whisky was first officially exported to England. He was appointed the distiller's Malt Master in 1974 and his renowned ability to identify the finest casks of whisky for maturation has helped William Grant & Sons earn the of Distiller of the Year accolade an unprecedented six times (2007, 2006, 2005, 2001, 2000 and 1999).
- ❖ The Balvenie Single Malt Scotch Whisky is produced by William Grant & Sons Ltd, an award-winning independent family-owned distiller founded by William Grant in 1886 and today run by his direct descendants.