

PRESS INFORMATION

TFWA Asia Pacific & Gate ONE2ONE
Stand L35

5 May 2010



DOUBLES ALL ROUND

The Wild Geese Irish Soldiers & Heroes Single Malt was awarded a coveted Double Gold medal and was declared the 'Best Irish Whiskey' at the 67th Annual WSWA held in Las Vegas in April.

The judges went on to award The Wild Geese Irish Soldiers & Heroes Rare Irish Whiskey a Silver medal in the spirits category.

André Levy, CEO Protégé International: "These awards are the ultimate accolade. The annual WSWA event is the biggest and most prestigious gathering of the spirits trade in the Americas. To be recognised as a spirit of supreme quality in this company is to gain the esteem of the most influential members of the trade."

The competition, which is sponsored by *The Tasting Panel* magazine, selected winners in a blind tasting of over 300 wine and spirits labels. The 18-strong judging panel included acclaimed sommeliers and spirits professionals from across the continent.

The awards follow last year's success when Scottish whisky expert Jim Murray awarded The Wild Geese Collection Fourth Centennial Limited Edition 93 out of 100 in his respected 2009 Whisky Bible and described it as "*simply stunning.... a limited edition of unlimited beauty*".

Protégé is launching a major new promotion in selected areas in the duty free channel, in which travelling consumers are being offered an exclusive **free Miniatures Gift Set** comprising three 50ml bespoke miniatures from the Collection, if they purchase a bottle of either The Wild Geese Limited Edition or The Wild Geese Single Malt.

The Wild Geese Collection is marketed in the Americas under the brand name The Wild Geese Irish Soldiers & Heroes for commercial reasons.

For further information on The Wild Geese Collection please contact Protégé International on +44 8700 339 866 or email info@protege-international.com .

Ends

Press information:

Kate Teagle
Tel: +44 1784 434 666

Appleton Communications
Email: kate.teagle@btinternet.com

Trade enquiries:

Ian Smart
Tel: +44 8700 339 866
international.com

Protégé International
Email: ian.smart@protege-international.com

