

PRESS RELEASE

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MAXXIUM GLOBAL TRAVEL RETAIL PUTS THE BLACK GROUSE IN THE SPOTLIGHT

The Black Grouse, the newest addition to The Famous Grouse portfolio, is one of the most successful product launches by Maxxium Global Travel Retail in recent years, with sales rising well ahead of expectations since it was launched at TFWA World Exhibition in Cannes in October 2007.

The Black Grouse, which is a blend of The Famous Grouse and Islay single malts creating a peaty and smoky whisky, is now listed in most major international airports including Frankfurt, Amsterdam Schiphol, Stockholm Arlanda, Copenhagen, Heathrow, Gatwick, Palma and Barcelona.

Commenting on this stunning growth, Laurent Cosson, Maxxium Global Travel Retail Commercial Director, said, "We were full of hopes for this product given its huge success in the Swedish domestic market. However, the proposition of a smoky blended Scotch was untried in a number of markets. Fortunately, the strength of the 'Grouse' icon and the quality of the whisky shone through and consumers have truly embraced its unique style".

The Black Grouse is also celebrating a recent major award with Jim Murray voting it the 'Best New Scotch Blended Whisky' in his *Whisky Bible 2008*. Awarding The Black Grouse 94 points out of 100*, Jim Murray described it as a "real treasure" and of the finish he said that it was "so gentle, with waves of smoke and oak lapping on an oaky shore....brilliant." It also received a Silver award in the Scotch blends category at the 12th annual International Spirits Challenge 2007.

Keith Bonnington, Global Travel Retail Manager at Edrington, the brand owner said: "The brand has really captured the consumer's imagination and the budget we have set for 2008/09 is already 50% ahead of our challenging expectations for this product.

"This is one of the most complex blended Scotch whiskies on the market which is a triumph for our master blender and highlights again the quality of the malts used across The Famous Grouse range."

Ends



Notes to Editor

- * Score chart of 94-97 – Superstar whiskies that give us all a reason to live.

Maxxium Global Travel Retail

- Maxxium is the global sales, marketing and distribution partnership of The Edrington Group, Rémy Cointreau, Beam Global Spirits & Wine and V&S Group. The portfolio of premium spirits and wines includes ABSOLUT, Rémy Martin, The Famous Grouse, Jim Beam, The Macallan, Piper-Heidsieck, Sauza, Cointreau, Plymouth Gin, Canadian Club and Highland Park.

The Famous Grouse

- The Famous Grouse is no.1 whisky in Scotland and no. 5 blended whisky worldwide. (www.thefamousgrouse.com)
- The Famous Grouse is exported to 100 countries.
- Created in 1896 by founder Matthew Gloag, it was originally called The Grouse Brand. The brand became so popular that on August 11th 1905 it was renamed The Famous Grouse.

Please enjoy our whisky responsibly www.drinkaware.co.uk

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