

The Ardmore Legacy an expression of Peated Malts of Distinction

Drying malting barley over peat fire is an ancient tradition and is what adds the depth, richness and flavor to peated single malts. Beam Suntory India has launched Peated Malts of Distinction expression The Ardmore Legacy and Bowmore 12 year old in addition to already marketed legend Laphroaig 10 year old.

An unrivalled collection of peated malt whiskies, called Peated Malts of Distinction, which offers a scaled selection of diverse flavored peat smoked Single Malt Whiskies to satisfy an array of consumer's tastes.

The Ardmore Legacy is the only Highland peated single malt whisky and plays an important role within the Beam Suntory portfolio. It has an easy drinking flavor profile as well as an accessible price point which positions the brand as the entry point to peated single malts.

The idea is to think of The Ardmore as more than a whisky. It is a place, a journey and an opportunity to uncover the undefined. In terms of flavor, it is a whisky that is honest, complex as well as unique.

Colour: Light golden

Nose: Heather Honey with hints of cinnamon and toffee bonbon. Very subtle hints of peat smoke

Palate: Creamy vanilla spice gives way to more overt smoky charcoal notes, especially with the addition of water. Smoke doesn't dominate and is balanced by the sweet honey and spice flavours

Finish: Full bodied, silky mouth feel with a dry, tangy and lingering aftertaste, coupled with delicious spice notes



Bowmore 12 year old has a deeper flavor profile and is aimed to be the next stage in the malt journey, as an alternate to the Glens. The consumer is typically in his 40s, middle class and educated. He has a good knowledge of single malts and sees them as a more sophisticated and aspirational drink.

Colour: Warm amber

Nose: Subtle lemon and honey balanced beautifully by Bowmore's trademark peaty smokiness

Palate: Sweet and delicious heather honey and gentle peat smoke

Finish: Savor the long, mellow finish



Laphroaig 10 year old is the kind of drink that when once embraced, becomes a friend for life. It comes from a small team of dedicated islanders in Islay who have been developing it for nearly 200 years. It has a full-bodied, heavy smoky tasting note.

Color: Full sparkling gold

Nose: Huge smoke, seaweed, "medicinal", with a hint of sweetness

Body: Full bodied

Palate: Surprising sweetness with hints of salt and layers of peatiness

Finish: Lingering



Each one of the above three offers something different and unique to the single malt loyalist. Right from the lightly peated liquid of The Ardmore Legacy to the richer and more full-bodied peat flavor of Laphroaig.

Here are a few things to keep in mind:

- Kindly note that the full name of the product is "The Ardmore Legacy". The hashtag will look like #TheArdmore Legacy.
- We would like to review your tweets before they go out. Kindly send them to us in advance.
- The topics of the tweets can preferably be on:
 - o The product (finish/ palette/ nose etc.)
 - o Contest 1 will be around Diwali. The Ardmore can be highlighted as a gifting option
 - o The affordable price point for a single malt