

# CUTTY SARK®



Released 90 years after the end of the era it celebrates, Cutty Sark Prohibition Edition has been crafted as a salute to the notorious Captain William McCoy, who smuggled Cutty Sark blended Scotch whisky into America during the Prohibition Era of the 1920s. Captain McCoy's impeccable reputation for fairness and dealing only in the finest, genuine and unadulterated liquor gave rise to Cutty Sark being referred to as "The Real McCoy."

## *APPEARANCE*

Warm golden color; early morning sunshine setting the heavens on fire

## *NOSE*

Complex and powerful, layers of soft ripe citrus fruits, dipped in fresh honey and dusted with fragrant spices

## *PALATE*

Creamy mouth-coating richness, hints of toffee with mouth-wateringly playful peppery notes which tingle the edges of the tongue

## *FINISH*

Super smooth with soft lingering warmth and subtle hints of spice

## *TARGET CONSUMER*

Males 28-35 years old

Evolving their dark spirits palate

Moving up in their industry, but still lower on the totem pole

More disposable income – looking at mixed drinks and better spirits

Expanding into cocktail bars

## *PRODUCT FEATURES*

Hand crafted from grain and malt whiskies. Cutty Sark Prohibition is matured in American Oak and bottled at 100 proof. It is full-flavored and bold, with rich notes of cracked black pepper & toffee with hints of vanilla. It has a long and smooth finish thanks to being non-chill filtered.

## *KEY SELLING POINTS*

- This is a "small batch" blend of the finest single malts and top-quality grain whiskies.
- This full strength whisky is extremely smooth and is versatile enough to be drunk neat, on the rocks or in cocktails.
- The black glass bottle stands out on shelf and has a cork seal – reflecting the tradition of the time.



ABV: 50%



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## TRADE POSITIONING

### On-Premise:

- Account distribution to reflect positioning: Whisky and Bourbon Bars, Mixology Accounts, Higher End Regional and Local Chains
- Listed in all cocktail and menu lists in target accounts
- Positioned on the back bar

## DRINK STRATEGIES

- Neat
- Rocks
- Prohibition Style Cocktails

### Off-Premise:

- Account distribution to reflect positioning: Liquor Stores and Regional and Local Chains
- Position on the same shelf next to The Famous Grouse family of products



- Rob Roy
- Blood and Sand
- Bobby Burns

## SPEC INFORMATION

	Cutty Sark Prohibition 1L	Cutty Sark Prohibition 750ml	Cutty Sark Prohibition 50 ml
UPC Code	087236-12011-5	087236-12007-8	087236-12010-8
SCC Code	100-87236-12011-2	100-87236-12007-5	100-87236-12010-5
Proof	100	100	100
Bottle Size	1L	750ml	50ml
Bottles/Case	6	6	120
Pounds	23.607	16.925	31.188
Length	11.771	10.6	14.96
Width	6.181	5.8	13.149
Height	13.464	12.3	9.33
Cases per Pallet	92	140	45
Cases per Layer	23	28	9
Layers per Pallet	4	5	5

Please enjoy our brands responsibly.

All brands shown are imported and produced by Edrington Americas, New York, NY.