

HIGHLAND ESTD 1798 PARK

SINGLE MALT SCOTCH WHISKY

“The best spirit that I’ve tasted all year” Five Stars ★★★★★

- F. Paul Pacult, 2014 *Spirit Journal*

DARK ORIGINS

Highland Park Dark Origins celebrates the courage and the cunning of Magnus Eunson, paying homage to the effort of the man that set us on the road to making the best spirit in the world; the man who was a minister by day and distilled whisky in the dead of night for the Orkney Islanders, offering them relief from the villainous tax man.

COLOR

Rich Mahogany

NOSE

Well-balanced, dry peat at first mellowing out to maraschino cherry and warm dark chocolate

PALATE

Sherried spice and ripe bananas combine with toasted hazelnuts and baked apple

FINISH

Enduring sweet smoke

TARGET CONSUMER

Premium Scotch drinkers (50%): Current category consumers, M 30-55 who are driven by quality and authenticity. Knowledgeable regarding single malt and are considered experts amongst their circle. Like being “in the know.”

Premium Craft Whisky drinkers (50%): Premium-craft whisky drinker. Seeks an emotional connection to a brand, rebellious expression appeals to him, appreciates artisanal craft, risk taker.

KEY SELLING POINTS

- Aged exclusively in 100% Ex-Olorosso Sherry Oak Casks
 - Aromatic heather infused peat
 - Perfect balance of smoky and sweet
 - Arguably one of the world’s most respected single malts

PRODUCT FEATURES

- Double first-fill sherry oak casks
 - Naturally darker – no use of distillers caramel
- Richer Flavor – the balance between American oak and European oak makes this one of the richest whiskies in the world



ABV: 46.8%

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TRADE POSITIONING

On-Premise:

- On back bar and menu - any account that has four or more single malts
- Whisky bars, fine dining, high-end bars, mixology accounts, steak houses, craft spirits accounts

Off-Premise:

- Any account that has six or more single malts
- High-end liquor stores, craft spirit wine shops, key national/regional chains
- Eye-level shelf placement, in line with 12 YO/ 15 YO/ 18/YO, next to Balvenie and before Laphroigh and Bowmore

DRINK STRATEGIES

Neat

On the rocks

With a drop of water

Paired with a craft beer



SPEC INFORMATION

	Dark Origins
UPC	8126066020829
SKU	130468
Volume/Bottle (L):	.750
ABV %	46.8
Cases per Pallet	84
Cases per Layer	21
Layers per Pallet	4
Bottles Per Case	6
Bottles Per Layer	126
Bottles Per Pallet	504
Case Length (in)	12.5
Case Width (in)	6.5
Case Height (in)	11.3
Case Weight (lbs)	19.84
Bottle Weight (lbs)	2.84



Please enjoy our brands responsibly.

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