



*For immediate release*

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## **Old Pulteney Launches National *Stories of the Sea* events**

The Genuine Maritime Malt, Old Pulteney Single Malt Scotch Whisky, kicked off 2009 with the launch of its ambitious *Stories of the Sea* national tour at the London Boat Show last weekend.

Old Pulteney's *Stories of the Sea* events run in partnership with The Telegraph and Sunday Telegraph and feature intimate storytelling sessions from some of the world's most established and entertaining adventurers for a selected audience, followed by an interactive whisky tasting and workshop.

The London Boat Show event featured maritime adventurer Jasper Shackleton, a relative of the infamous explorer Ernest Shackleton. Jasper shared his captivating story of his re-enactment of the voyage of Captain William Bligh who sailed 3600 miles from Tofua to Timor with a crew of 17 men in a self-built open-boat.

The London Boat Show, which is in its 55<sup>th</sup> year is one of the biggest of its kind and attracted over 27,000 visitors on its first weekend, proved a perfect location for the launch event with a high demand for tickets.

Future speakers include Atlantic adventurer Tom McClean, BBC's Coast presenter and maritime archaeologist Mark Horton, SAS trained survival expert, Martyn Helliwell, TV presenter and wildlife expert Chris Packham and Alvaro de Marichalar, the Spanish aristocrat who travelled from Rome to New York on a jet ski. Each was chosen by Old Pulteney for the extraordinary maritime tales they have to tell – each as different and original as the next.

Readers of the Telegraph and Sunday Telegraph can apply for tickets through the newspaper's website for these free events. The national tour continues until August, visiting Liverpool, Edinburgh, Wick, Bristol and Southampton.

Iain Baxter, Senior Brand Manager for Old Pulteney commented on the event:

*'We are incredibly proud of our maritime heritage and close links with the sea, so to launch such a major new initiative with some of the world's finest adventurers at one of the biggest events in the UK is very exciting.*

*Old Pulteney is making a significant investment in 2009 with a national advertising campaign across the consumer and maritime press and this campaign is a great start to what looks like will be a busy year for Old Pulteney, both in the UK and internationally.'*

- Ends -

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#### Notes to Editors

For more information on Old Pulteney's Stories of the Sea events, please go to:

[www.telegraph.co.uk/sponsored/foodanddrink/oldpulteney](http://www.telegraph.co.uk/sponsored/foodanddrink/oldpulteney) or [www.oldpulteney.com](http://www.oldpulteney.com)

#### **Calendar of Old Pulteney Stories of the Sea events:**

| <b>Date</b>                    | <b>City</b> | <b>Speaker</b>       |
|--------------------------------|-------------|----------------------|
| 10 January 2009                | London      | Jasper Shackleton    |
| 12 <sup>th</sup> February 2009 | Liverpool   | Tom McClean          |
| 5 March 2009                   | Edinburgh   | Mark Horton          |
| 6 May 2009                     | Wick        | Martyn Helliwell     |
| 23 June 2009                   | Southampton | Chris Packham        |
| 1 August 2009                  | Bristol     | Alvaro de Marichalar |

In addition to Old Pulteney's 'Stories of the Sea', The Genuine Maritime Malt is involved in sponsoring some of the UK's most prestigious sailing events, including the IRC Scottish Championships, the Round the Island Race and the renowned Port of Dartmouth Royal Regatta.

- 6 and 7 June 2009 - IRC Scottish Championships
- 20 June 2009 - Round the Island Race
- 27, 28, 29 August 2009 - Port of Dartmouth Royal Regatta

Old Pulteney also hosts the *Wish You Were Here*, the country's foremost coastal photography competition.

**The Old Pulteney portfolio includes:**

|                          |       |        |
|--------------------------|-------|--------|
| Old Pulteney 12 Year Old | (40%) | £24.49 |
| Old Pulteney 17 Year Old | (46%) | £45.00 |
| Old Pulteney 21 Year Old | (46%) | £65.00 |

International Beverage Holdings ([www.interbevgroup.com](http://www.interbevgroup.com)) was established in 2005 as the international arm of ThaiBev, one of South East Asia's leading alcohol beverage companies. Headquartered in Hong Kong with a network of regional offices in Asia, Europe and North America, the company is responsible for the distillation, sales, marketing and distribution of a portfolio of premium global brands in over 80 countries and territories.

Those brands include:

- Chang Beer: the number one selling beer brand in Thailand with an increasing presence throughout Asia and the rest of the world.
- Single Malt Scotch Whiskies: Old Pulteney, Balblair, anCnoc, Speyburn
- Blended Whiskies: Hankey Bannister
- Mekhong: the 'the Spirit of Thailand' since 1941

The company's success is built on the combination of a strong understanding of local cultures and markets with the creation of a truly global operational network. Brand building pays respect to heritage, provenance and craftsmanship whilst delivering innovative and highly effective strategies at global level. A skilled and dedicated team of more than 12 nationalities speaking over 14 languages delivers the highest standards of customer service and attention to detail across all aspects of the business.

Inver House Distillers has been globally integrated as International Beverage Holdings and will drive the production, distillation and maturation of Scotch whisky ([www.inverhouse.com](http://www.inverhouse.com)) through its five distilleries.