

Date: July 2003



Brand Revamp for anCnoc Single Scotch Malt Whisky

Inver House Distillers has re-launched its premium Highland Scotch Malt whisky, anCnoc – supported by a quirky marketing campaign – with a new contemporary packaging design. The new design reflects the brand’s originality and unique character, reinforcing the key brand icons, which will maximise on-shelf presence over the coming months.

The packaging, in bright white and black focuses on the Knockdhu Distillery, which is situated beneath the Knock Hill, known to local villagers by its Gaelic name of anCnoc. Transformed by Scottish wind and heather, the knock hill appears black from a distance, hence the Gaelic name Cnoc Dhubh, from which Knockdhu originates.



Amber in colour with a slight yellow hue, anCnoc Single Scotch Malt Whisky is soft, very aromatic with a hint of honey and lemon in the foreground. The Highland Malt for every occasion.

Lesley Whitelaw, brand manager at Inver House Distillers Ltd, commented: “By giving the brand a new updated image, we know this will drive sales providing a greater market share. AnCnoc is the enigmatic Highland malt for the independent 35+ male consumer and we are confident that the new bottle and packaging design will be well received throughout international markets.”