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THE GENUINE MARITIME MALT

### **Old Pulteney Sets Sail to Support the RNLI**

Representatives of **Old Pulteney Single Malt Whisky** were welcomed on board RNLI lifeboat, Roy Barker II, to mark its donation to the charity - one of UK's most vital and long-established institutions- which will provide full training for 2 lifeboat station crews.

The Wick lifeboat station was established in 1848, a short distance from Pulteney distillery, and the local crew celebrated Old Pulteney's support by taking Brand Manager, Iain Baxter, out on the water as thanks for the brand's substantial contribution.

Iain Baxter, Old Pulteney's Brand Manager commented;

*'With our maritime heritage we are delighted to support the RNLI and help raise the profile of their fantastic work in the UK and Ireland. We hope that this is the beginning of a long standing commitment to the charity.'*

Old Pulteney, known as 'The Genuine Maritime Malt', will be sold in special RNLI promotional tubes from which £2 of each sale will be donated to the charity. The packaging will carry information on the incredible work of the RNLI along Britain's shores, as well as details on how to support their efforts. The limited edition 70cl bottles will be widely available in major stores from the Christmas period.

Richard Popper, Head of Central Fundraising and Communications at the RNLI says;

*'Every day a lifeboat crew risk their lives, even on Christmas Day and Boxing Day, the service never stops. We are grateful to Old Pulteney, for helping us to raise awareness of the charity in this way, and the generous donation which will enable our volunteers to carry on the tradition of saving lives at sea.'*

Old Pulteney will also be supporting the RNLI by donating single malt whisky to help raise funds and will work with the charity at their sea-faring events including Windfest, the London Boat show and Cowes Week.

The Pulteney Distillery is the most northerly on the UK mainland, situated in the Highland coastal town of Wick which during the 'herring boom' of the 19<sup>th</sup> century was the busiest fishing port in Europe. The coopers who made the barrels for the fish also worked on barrels of whisky, and many fishermen worked in the distillery when not at sea. As well as its heritage, Old Pulteney has a distinctive dry, 'salty' taste, influenced by its windswept location and nearby sea.

[www.oldpulteney.com](http://www.oldpulteney.com)

**For further information, please contact Victoria Calder of Burt Greener Communications on 0141 248 6007. e: [victoria@burtgreener.co.uk](mailto:victoria@burtgreener.co.uk)**

**Note to editors:**

Launched by parent company, Inver House Distillers in 1997, Old Pulteney 12 year old Single Malt Whisky is enjoying rapidly increasing appreciation amongst whisky lovers, with its windswept coastal location contributing to an unusual and distinctive taste. With a faint flavour of the sea, Old Pulteney is known as the Genuine Maritime Malt or sometimes 'Manzanilla of the North', after the coastal sherry produced in Spain.

Airdrie-based Inver House owns five distilleries –Pulteney, Balblair, Speyburn, Knockdhu and Balmenach – each producing its own distinctive, individual single malt whisky. Highly active in distillation, warehousing and blending, Inver House is one of the fastest-growing groups in the industry.