



FETTERCAIRN

HIGHLAND SINGLE MALT
ESTD SCOTCH WHISKY 1824

PURITY IS A RARE THING

Since Sir Alexander Ramsay established the distillery in 1824 we've been going to extraordinary lengths to capture the purest expression of our whisky's character. Located in the foothills of Scotland's Cairngorms, we don't just use crystal clear mountain water as an ingredient, we drench our stills with it, cooling the copper so only the finest vapours rise.

12 YEARS OLD

TASTING NOTES

COLOUR

Sunlight and amber honey

NOSE

Vanilla and pear, with soft spices

TASTE

Refreshing nectarine and tropical fruit, with subtle roasted coffee, clove, and ginger.
A memorable finish of sultanas and black toffee.

MATURATION

Aged in American White Oak Ex-Bourbon Barrels

ABV

40% Vol



KEY BRAND ATTRIBUTES

OUR UNIQUE COOLING RING

In the mid-1950s, the whisky-makers at Fettercairn experimented, seeking ways to create a purer expression of their spirit. They found that pouring water down the still cooled the copper, increasing condensation inside so only the lightest vapours could rise for collection. They fashioned a copper tube around the top of the still to continually douse it with water – an ingenious and practical solution which remains unique in Scotch whisky-making to this day.

A RICH HERITAGE

Fettercairn's history offers a deep and rich backdrop to the brand, helping build credibility for our premium claims, and providing ammunition for our target consumer. The unicorn, Alexander Ramsay, Fasque Estate, 1824 founding, Gladstone, Victoria & Albert, the village arch, dunnage warehouses, the cooling ring, the hidden bottle in the warehouse walls – all details in a rich historical tapestry.

PREMIUM PACKAGING

An embossed ring on the neck and grooved deboss down the shoulder evokes our unique process story – the cooling ring and flow of water down the outside of our unique copper still.

New brandmark hero's the Ramsay Clan unicorn and the founding date whilst the copper ring further emphasises our process story.

Accents of oxidised copper on the outer packaging reference our unique stills, and provide a striking visual shelf-standout.

SIGNATURE FETTERCAIRN FLAVOURS

The following key elements are found across the Fettercairn range:

TROPICAL FRUITS
MANGO. ORANGE. BANANA.

SOFT SPICES
CLOVE. GINGER. NUTMEG.

SWEETNESS
TREACLE. TOFFEE. CARAMEL.

TARGET CONSUMER

35+ AB CAREER-DRIVEN MEN

They are intelligent and take an interest in important events and issues. Thoughtful, intelligent, cultured, reasoning, enlightened.

SERVE STRATEGY

We recommend Fettercairn's whiskies should first be tasted straight, and then again with a small splash of cold water – this slight dilution opens up the spirit, bringing out more of the signature tropical fruit flavours and aromas.

However, at brand-led events, it may be appropriate to serve a mixed drink to welcome guests. In this case, the recommendation would be a Fettercairn Sour – emphasising the citrus flavours and accentuating the tropical fruit notes.

INGREDIENTS

37.5mls Fettercairn 12YO
25mls lemon juice
10mls fresh pineapple juice
Dot of orange bitters
10mls sugar syrup

METHOD

Shake and strain into an ice-filled Sours glass or hi-ball tumbler.
Garnish with dehydrated pineapple.

