

Bringing innovative drinks brands to
travellers around the world

LIQUOR

JULY 2026

ARDNAMURCHAN
ARGYLL
WESTERN HIGHLANDS
SCOTLAND
DISTILLERY



BROTHER'S BOND
STRAIGHT BOURBON WHISKEY



HINCH
COUNTY  DOWN
DISTILLERY CO

EL SUEÑO
MODA

茅台不老
MOUTAI BULAO
CHINESE BAIJIU

NICE

PALMARAE
❖ GIN PREMIER CRU ❖





WELCOME TO GMAX TRAVEL RETAIL

GMAX Travel Retail was founded by myself in 2020 with the aim of bringing new and innovative brands to the Global Travel Retail business.

I am delighted that 3 years on after linking up with Tim Young a well-known expert in the liquor industry we have assembled a portfolio of drinks brands and accessories that match our vision. They all have exciting stories to tell and I believe meet the needs of today's travellers.

I invite you to browse this brochure and take a look at these wonderful brands. Tim and I would love to get your feedback and look forward to hearing from you.

A stylized, handwritten signature in white ink, appearing to read 'Garry Maxwell'.

GARRY MAXWELL

⁷⁹
Au
VODKA



WWW.AUVODKA.CO.UK

OUR STORY

Au⁷⁹
VODKA

AU VODKA IS OFFICIALLY THE UK'S FASTEST GROWING COMPANY!

- GROWTH INDEX -

AU VODKA IS THE UK'S NO.1 ULTRA-PREMIUM VODKA BRAND, CONSISTENTLY OUTPERFORMING LEGACY BRANDS. RENOWNED FOR OUR ICONIC GOLD BOTTLES AND A BRAND THAT WAS BORN IN THE HEART OF WALES THAT HAS GROWN EXPONENTIALLY TO BECOME THE MOST POPULAR AND SOUGHT AFTER VODKA IN THE UK. FOLLOWING OUR HUGE SUCCESSFUL LAUNCH INTO EUROPE, WE HAVE NOW REACHED AN INCREDIBLE MILESTONE COMPLETING OUR LAUNCH INTO THE USA.

OUR VODKA HAS RECEIVED NUMEROUS AWARDS, TAKING HOME A NUMBER OF MEDALS AT THE PRESTIGIOUS SPIRIT MASTERS AWARDS HOSTED BY THE SPIRIT BUSINESS. WE GAINED A MASTERS MEDAL FOR AU VODKA ORIGINAL, A GOLD MEDAL FOR OUR AU VODKA GREEN WATERMELON AND SILVER MEDALS FOR OUR BLACK GRAPE, BLUE RASPBERRY AND FRUIT PUNCH FLAVOURS.

FROM GOLD BOTTLES TO GLOBAL DOMINATION
EXPANDING RAPIDLY IN EUROPE AND ROW, EXPORTING OVER A MILLION BOTTLES WORLDWIDE.

EXPLOSIVE GROWTH

FROM £700K IN 2020 TO £86.5M IN 2024,
AU BECAME THE UK'S FASTEST-GROWING BRAND.



AU VODKA HEADQUARTERS, UK - OWNER CHARLIE MORGAN (LEFT), CHARLIE SLOTH (MIDDLE), JACKSON QUINN (RIGHT)

THE **SPIRITS**
BUSINESS

BRIGHTPEARL
Lightning
50
FASTEST GROWING
ONLINE RETAILERS

BRIGHTPEARL LIGHTNING
50 WINNER (2020)

NIQ

UK'S BEST SELLING
PRE-MIXED DRINKS (2023)

SOCIAL MEDIA FOLLOWING & ENGAGEMENT



307K FOLLOWERS
9M LIKES
9.2M MOST VIEWS



439K FOLLOWERS
14.7M MOST VIEWS



329K FOLLOWERS
199 LIKES

AU VODKA MARKETING

A LARGE PART OF SUCCESS WAS ACHIEVED WHEN CHARLIE SLOTH (UK DJ AND CELEBRITY) BOUGHT INTO THE COMPANY, HELPING AU TAKE OVER THE UK URBAN AND HIP HOP SCENE. USING IMAGERY AND VIDEOS WITH THE BIGGEST AND THE BEST ARTISTS AND INFLUENCERS IN THE UK ON SOCIAL MEDIA. TAKING AU VODKA TO THE NEXT LEVEL INCREASING INSTAGRAM FOLLOWERS TO OVER 330K. THE CELEBRITY AMBASSADORS KEEP GETTING BIGGER WITH GLOBAL SUPER STAR ARTISTS AND ATHLETES GETTING INVOLVED SUCH AS RONALDINHO, TYSON FURY AND JAKE PAUL.

AU VODKA STRIVES TO CREATE DISRUPTIVE AND EPIC SOCIAL MEDIA CONTENT FEATURING THE BIGGEST GLOBAL STARS IN SPORTS, CONTENT AND MUSIC. GAINING OVER 1 BILLION IMPRESSIONS. AU CREATES VIRAL CAMPAIGNS, THESE CAMPAIGNS BRING NEW AUDIENCES TO AU VODKA, GENERATE EXCITEMENT AND HYPE AROUND THE BRAND AND IT'S PRODUCTS.

AU VODKA'S HIGH SOCIAL MEDIA ENGAGEMENT STATS

1	AU VODKA	166
2	AVIATION	130
3	TITOS	96
4	818	80
5	CASAMIGOS	78
6	BELVEDERE	62
7	BELUGA	34
8	CHASE	34
9	GREY GOOSE	32
10	CIROC	23

MARKET LEADERS IN
SOCIAL ENGAGEMENT
AND RECOMMENDATIONS
THROUGH REFERRAL
MARKETING



AUGUST 2025 REELS

AU VODKA THE INTERNETS MOST POPULAR SPIRITS BRAND IN THE WORLD!

- STUDY BY FENTIMANS (THE SPIRITS BUSINESS) -



AU VODKA TRAVEL ACTIVATIONS

OVER 7FT
TALL



WORLD'S LARGEST VODKA BOTTLE

AU VODKA NOW HOLDS THE WORLD RECORD FOR THE LARGEST VODKA BOTTLE TO EVER EXIST. THIS GIANT VODKA BOTTLE IS A SYMBOL OF OUR SCALE & AMBITION TO PUSH BOUNDARIES & CREATE UNFORGETTABLE EXPERIENCES.



2.1M TALL
300KG
250L



CHRISTMAS TREE

AU VODKA'S LATEST ACTIVATION SHOWCASES THE STUNNING BOTTLE CHRISTMAS TREE IN LONDON LUTON AIRPORT. THIS FESTIVE ACTIVATION OFFERS CUSTOMERS A CHANCE TO GRAB LAST-MINUTE HOLIDAY GIFTS WHILE TRAVELING.



100K+
IMPRESSIONS
20K+
INSTAGRAM LIKES

AU VODKA AIRPORT SPACES & POP UP BARS

AU VODKA IS EXPANDING ITS PRESENCE NOT ONLY IN AIRPORTS, BUT ALSO ONBOARD LEADING AIRLINES AND MAJOR FERRY OPERATORS.

AVAILABLE IN DUTY FREE AND ON AIRLINES, IT'S THE PERFECT HOLIDAY GIFT OR TRAVEL INDULGENCE. EXPERIENCE THE BRAND FOR YOURSELF AT ONE OF OUR MANY ACTIVATIONS AND POP-UP BARS.

AU VODKA CONTINUES TO SOAR IN TRAVEL RETAIL SPACES, PARTNERING WITH MAJOR AIRPORTS AND AIRLINES. WITH ITS BOLD BRAND PRESENCE, IT'S IMPOSSIBLE TO MISS.



TRAVEL RETAIL SPACES



AU VODKA FLAVOUR COLLECTION

5CL COLLECTION

ORIGINAL, BLACK GRAPE, BLUE RASPBERRY, PINK LEMONADE, STRAWBERRY BURST, JUICY PEACH (PET 5CL OPTIONS AVAILABLE)

35CL COLLECTION

BLUE RASPBERRY, JUICY PEACH

70CL COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE, FRUIT PUNCH, GREEN WATERMELON, STRAWBERRY BURST, BUBBLEGUM, PINK LEMONADE, COSMIC BERRIES, PINEAPPLE CRUSH & JUICY PEACH.

1.0 LITRE COLLECTION

ORIGINAL, PINK LEMONADE, BLUE RASPBERRY, BUBBLEGUM, JUICY PEACH, STRAWBERRY BURST

1.5 LITRE COLLECTION

ORIGINAL, FRUIT PUNCH, BLUE RASPBERRY

3 LITRE COLLECTION

ORIGINAL, BLUE RASPBERRY, BLACK GRAPE & FRUIT PUNCH



NEWEST FLAVOUR
JUICY PEACH



BEST SELLER
BLUE RASPBERRY
AVAILABLE AS 1L, 70CL, 35CL



AU VODKA US & GLOBAL TAKEOVER

OVER

220,000 JUICY PEACH BOTTLES SOLD
IN 4 MONTHS (SINCE LAUNCH)



WESLEY SNEIJDER



ORGANIC AMBASSADOR

WILL SMITH



US AMBASSADOR



LIQUOR STORE DISPLAYS
HAVE STARTED LANDING
ACROSS THE STATES


**TOTAL
IMPRESSIONS
100M+**



BIGGEST EVER

USA E-COM LAUNCH

300+

A-LISTER GIFTING

7M+

**UGC
IMPRESSIONS**





AU VODKA PRE-MIXED CANS UK'S BEST SELLING RTD, SELLING 1 MILLION EVERY WEEK

- NIELSON DATA -

OUR AU VODKA READY-TO-DRINK COLLECTION ARE THE BEST SELLING PRE-MIXED CANS IN THE UK.

INSPIRED BY OUR SIGNATURE COLLECTION OF FLAVOURS, AU VODKA CANS ARE THE PERFECT DRINK FOR ANY OCCASION.

NOW LAUNCHED IN THE USA STARTING WITH THE FLAVOURS **BLUE RASPBERRY**, **PINEAPPLE CRUSH** AND **JUICY PEACH**.

PRE-MIXED VODKA SODA

5% ABV / 330ML

FULL PRE-MIXED CAN FLAVOUR RANGE



BLUE RASPBERRY
CHERRYADE

PINK LEMONADE
JUICY PEACH

BLACK GRAPE
PINEAPPLE CRUSH

**JUICY PEACH RTD SOLD OUT IN
THE FIRST WEEK OF LAUNCH!**

AU VODKA'S NEWEST PRE-MIXED CAN FLAVOUR
JUICY PEACH

BEST SELLING UNIT (UK)



NEWS

AU VODKA SELLS 1 MILLION CANS EVERY WEEK!

AU VODKA CANS ARE OFFICIALLY THE BEST-SELLING RTD ACROSS THE UK, SELLING 1 MILLION CANS EVERY WEEK FOR THE LAST 12 WEEKS.

NIESLON DATA 12 WEEKS ENDING 14.06.25

Au⁷⁹
VODKA



STRAWBERRY BURST & BLUE RASPBERRY

ULTRA



NEW CAFFEINATED CANS
2 FLAVOURS

7% ABV / 500ML

LARGER CAN 500ML
HIGHLY CAFFEINATED
25MG CAFFEINE PER 100ML



AU VODKA BAR QUALITY COCKTAILS IN A CAN

**2 FLAVOURS
8% ABV / 200ML**

WE'VE COMBINED OUR AWARD-WINNING AU VODKA WITH TROPICAL FLAVOURS TO CREATE TWO REFRESHING, NITRO-INFUSED COCKTAILS.

ENJOY THE SWEET STRAWBERRY DAIQUIRI. MADE WITH THE FINEST STRAWBERRIES, AND THE EXOTIC BLUE HAWAIIAN. BLENDING PINEAPPLE AND COCONUT. BOTH OFFER A SMOOTH FINISH, PERFECT FOR ANY OCCASION.

OUR COCKTAIL CANS ARE PERFECTLY MEASURED AND READY TO DRINK. BEST SERVED CHILLED, POURED OVER ICE. FLAVOURED SPIRIT DRINK.

STRAWBERRY DAIQUIRI
BLUE HAWAIIAN





AU VODKA TRAVEL

#1
MOST FOLLOWED
SPIRITS BRAND



TIME TO BOND.™

RANKED ONE OF THE
5 BEST
WHISKIES IN THE WORLD
~ Forbes



WITH AWARD WINNING TASTE.



BROTHER'S BOND
SMALL BATCH WHISKIES
BrothersBondBourbon.com



A LEGACY OF BONDING OVER BOURBON

Born from a shared passion for whiskey, **Brother's Bond Bourbon** is the authentic creation of **Ian Somerhalder** and **Paul Wesley**, stars of *The Vampire Diaries*. More than just co-founders, they are lifelong friends and whiskey connoisseurs, actively involved in every step of the process.

Whiskey Experts at Heart – Ian and Paul's deep knowledge and dedication shape every expression.

Recognized Excellence – Ian Somerhalder was named Best Guest Palate of All Time by whiskey authority Fred Minnick.

Most Followed Spirits Brand on Instagram – Engaging a global community of over 83 million fans.

Exceptional Bourbon, Unmatched Quality

Brother's Bond is more than just a celebrity-backed brand—it's an award-winning whiskey that stands out in the spirits industry.

29 Industry Awards (and counting!)

Highly Rated – Respected by top whiskey critics, with multiple 93+ ratings, including up to 98 points

Crafted with hand-selected mash bills, meticulous small-batch blending, and an obsession with rich, complex flavors in perfect balance, every sip delivers an experience worth savoring.

A Growing Community of Bourbon Enthusiasts

While *The Vampire Diaries* fans have been the backbone of our journey, Brother's Bond is expanding its reach to "Spirit-Curious Millennials"—modern whiskey lovers seeking quality and connection.



Target Audience:

Ages 29-44

Balanced male & female audience

Above-average income, college-educated

Estimated 25 million potential consumers in the U.S.A.

More Than Whiskey—A Bonding Experience

At Brother's Bond, we believe bourbon is about bringing people together. Whether it's celebrating friendships, sharing stories, or raising a glass to new memories—

Every pour creates a bond. It's Time To Bond!



MOST FOLLOWED SPIRITS BRAND IN THE WORLD!

BROTHER'S BOND
SMALL BATCH WHISKIES

83M+ FOLLOWERS CROSS PLATFORM



12.7M+

Reached on top
post in 2024

Key Audience

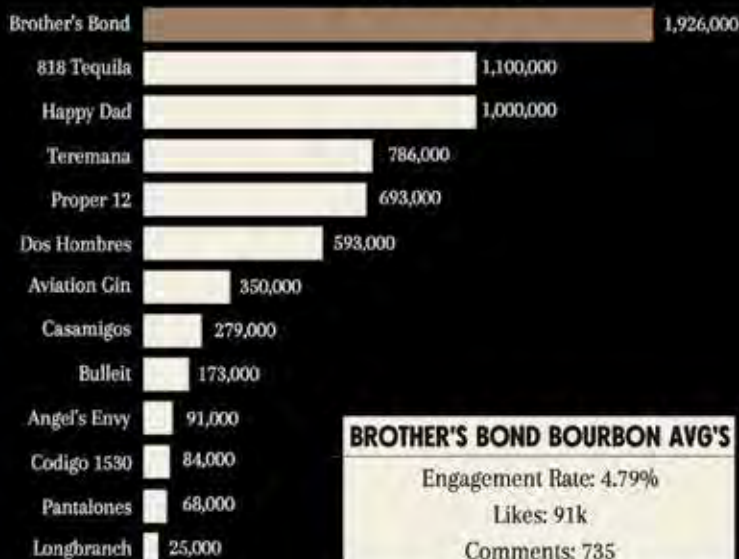
85% Female

74% (GEN Z & Millennials), 43% (21-24 Gen Z) & 31% (25-34 Millennials)

28M+

Views on top
post in 2024

COMPETITORS



BROTHER'S BOND BOURBON AVG'S

Engagement Rate: 4.79%

Likes: 91k

Comments: 735

Engagement Rate 16X Better than Industry Average

Dash Hudson Food & Bev Instagram Benchmark: Avg ER for Large Brands - 0.3%

@BrothersBondBourbon

@IanSomerhalder

@PaulWesley



2.6M+



55M+



26M+



1.9M FOLLOWERS
135M IMPRESSIONS
MOST VIEWED POST: 27M VIEWS



339K FOLLOWERS
788.6K TOTAL LIKES
MOST VIEWED POST: 7.7M VIEWS



284K FOLLOWERS
287K VIEWS
AV PER MONTH



78.5K FOLLOWERS

PRESS - OVER 9BN+ IMPRESSIONS SINCE LAUNCH

Press highlights Brother's Bond Bourbon's strategic growth, industry partnerships, and a diverse range of whiskeys that cater to both new and seasoned bourbon enthusiasts



OUR COMMITMENT TO SUSTAINABILITY

Crafting exceptional bourbon while nurturing the planet, one grain, one bottle, and one acre at a time.

Our Mission

To create exceptional whiskey while preserving the planet for future generations—striving to transition our bourbon-making process to 100% regenerative practices.

Reach the tipping point of 100 million acres to Regenerative by 2030
Out of 1 billion U.S. farmland acres, with our partners, 34 million acres have transitioned to regenerative practices.

Why It Matters

In 2014, experts warn we have only **60 harvests left** due to global soil degradation.

Regenerative agriculture restores soil health, captures carbon and is a viable solution to our wellness, water, and climate crisis.

Our Impact So Far

We donate 1% of Revenue to Kiss the Ground*.

Every \$100 donated* = inspires + catalyzes the transition of 10 acres of farmland to regenerative practices.

We've supported the transition of **30K+ acres** to regenerative practices.
Generated **+10 M** impressions advocating for the cause.

Launched one of the first U.S. bourbon made with regenerative grains.
Saving 81 tons of CO2 annually with FSC-certified, locally sourced materials and bottles.



EVERY POUR BUILDS A BOND

Now in a bold new look.

Premium design that aligns with growing demand for elevated craftsmanship cues.

Enhanced shelf visibility with consistent brand design across all SKUs.

Move to more sustainable bottle.



EXPERIENCE OUR SMALL BATCH WHISKEYS

BROTHER'S BOND

Dive into the world of Brothers Bond Bourbon, where each sip tells a story of craftsmanship, passion, and heritage. Each of our award-winning expressions invite you on a journey of exceptional flavors. Whether you're savoring a classic cocktail or enjoying a neat pour, our whiskeys are crafted to elevate every moment. Explore the collection and discover your new favorite today.



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

STRAIGHT BOURBON
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
40%	80

FOR NEW BOURBON DRINKERS LOOKING FOR AN APPROACHABLE AND COMPLEX TASTE EXPERIENCE.

Hand select three distinctive mash bills that are small-batch barrel blended (135 barrels per batch) to create a four-grain, high-rye bourbon whiskey. The result is a refined, rich and nuanced expression.

Final Mash Bill:
65% Corn, 22% Rye, 13% (Wheat & Barley)

Color:
Sunset Gold

Body:
Balanced, round and velvety smooth

Aroma & Taste:
Baked banana bread, dried fruit, warm rye spice and fresh cut oak



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

CASK STRENGTH
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
57-59%	Barrel

FOR BOURBON DRINKERS LOOKING FOR A RICH AND MORE COMPLEX TASTE EXPERIENCE.

Limited Batch releases (2-3 per year) - Hand-select 70 of the finest Brother's Bond Bourbon barrels for each release. This expression is our four-grain high-rye bourbon in its undiluted form. Unfiltered, uncut, and bottled at barrel proof. The result remarkable richness, luxurious texture, and perfectly balanced taste.

RANKED AS ONE OF THE BEST STRAIGHT BOURBON WHISKEYS
Top Pick from 2023 & 2024 SF & NY World Spirits Competition | Fred Minick's 2023 Top 100 American Whiskey

Final Mash Bill:
65% Corn, 22% Rye, 13% (Wheat & Barley)

Color:
Old Gold

Body:
Big, zesty

Aroma & Taste:
Ripe Banana, Caramel & Vanilla, Walnuts & Dried Fruits (Apricot/Fig), Warm Rye Bread & Orange Honey, Leather & Subtle Smoke



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

RYE
AMERICAN BLENDED RYE WHISKEY

ALC. BY VOL.	PROOF
47.5%	95

FOR HIGH-END SPIRIT DRINKERS LOOKING FOR A FULL FLAVORED TASTE EXPERIENCE.

Limited Batch release (2-3 per year) - Hand select between 70-135 barrels per batch, from four distinct mash bills, to create a four-grain rye whiskey that is well-rounded, nostalgic with a robust taste. Every sip leaves the palate full of bold, aromatic, spicy aromas and flavors in perfect balance.

Final Mash Bill:
77% Rye, 16% Corn, 7% (Wheat & Barley)

Color:
Dark Gold

Body:
Rich, creamy & full bodied

Aroma & Taste:
Candied dried fruits & Caramel, Ripe Pineapple & Vanilla cream, Mint, Rose Petals and Aromatic Grapes, Cinnamon & Brown Sugar



WATER SOURCE:
Glacial-Aquifer

WATER TYPE:
Limestone

DISTILLATION:
Copper Column & Pot-Doubler

BARREL HEADS:
Char #2

BARREL STAVES:
Deep Char #4

BOTTLED-IN-BOND
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
50%	100

FOR CONSUMERS SEEKING AUTHENTICITY & TRANSPARENCY.

This rare high-rye straight bourbon, first released in 2024 with just 70 barrels, is distilled in Lawrenceburg, Indiana, and aged in a bonded warehouse for at least seven years in deeply charred oak barrels. Non-chill filtered to preserve its rich, complex character, it meets the strict standards of the Bottled in Bond Act of 1897, exceeding the required aging by three years.

RANKED AS ONE OF THE 5 BEST BOURBONS IN THE WORLD BY FORBES MAGAZINE
Double Gold - 2024 San Francisco World Spirits Competition, Double Platinum - ASCOT Awards, Double Gold - New York International Spirits Competition

Final Mash Bill:
51% Corn, 39% Rye, 10% Rye Malt

Color:
Deep amber with hints of rich mahogany

Body:
Rich, velvety, indulgent

Aroma & Taste:
Candied Dark Dried Fruit, Rich Port Wine, Toasted Oak, Caramel Brown Sugar, Maple Syrup, Spicy Herbs & Leather



WATER SOURCE:
Pristine Deep Well Water

WATER TYPE:
Limestone-Rich

DISTILLATION:
Vendome Copper Column Non-Chill filtered

BARRELS:
Lot 1 - Heavy Toast/Char #2
Lot 2 - Proprietary toast & char

COOPERAGE:
West Virginia Black Swan

REGENERATIVE GRAIN
STRAIGHT BOURBON WHISKEY

ALC. BY VOL.	PROOF
47.5%	95

FOR ECO-CONSCIOUS PREMIUM SPIRIT AND BOURBON ENTHUSIASTS LOOKING FOR A NEW WHISKEY EXPERIENCE.

Limited batch release (2024 - 3040 cases) - Hand selected 77 barrels for the 2024 batch. A nuanced three-year-old bourbon combined with a distinct six-year-old wheated bourbon both are meticulously crafted and aged using custom toast and char methods. 80% of the mash bill (wheat and corn) made with regenerative grains grown on American farms.

Final Mash Bill:
70.5% Corn, 14.7% Rye, 9% Wheat, 5.8% Malted Barley

Color:
Rich, deep, caramel amber

Body:
Velvety, rich camphire warmth

Aroma & Taste:
Creamy, full of caramel sweetness, and toasted oak Camphire marshmallow - well-seasoned oak firewood, roasted buttered corn, vanilla glaze.

WHAT SETS US APART?

BROTHER'S BOND® CASK STRENGTH STRAIGHT BOURBON WHISKEY

Most authentic
Most Awarded
95+ Ratings Consistently
Rich, powerful,
very nuanced
in perfect balance
Excellent cigar partner



BROTHER'S BOND® AMERICAN BLENDED STRAIGHT BOURBON WHISKEY

Four-Grain Rye
Tons of flavor, texture and
super balanced
Excellent for Cocktails
90+ Ratings



BROTHER'S BOND® STRAIGHT BOURBON WHISKEY

Approachable taste, luxurious body,
& Complex flavors
First release Represents the Bond
Most Followed on IG
90+ Ratings



BROTHER'S BOND® REGENERATIVE GRAIN STRAIGHT BOURBON WHISKEY

Most Sustainable
Pioneer in Regen Bourbons
Proprietary Char & Toasts
90+ Ratings



BROTHER'S BOND® BOTTLED-IN-BOND STRAIGHT BOURBON WHISKEY

Highest Rated
98 Points – SFWSC
Ranked 1 of 5 Top Bourbons in the World
- Forbes/NYISC
Aged 7 Years
(3 years longer than legally required)



**BROTHER'S BOND IS AVAILABLE IN
47 STATES – 20K+ POD**

GLOBAL EXPANSION INT'L MARKETS



 In Market
 Upcoming Launches

BROTHER'S BOND
SMALL BATCH WHISKIES

ARDNAMURCHAN
ARGYLL
WESTERN HIGHLANDS
SCOTLAND
DISTILLERY

Taste the Story™



ARDNAMURCHAN DISTILLERY

A rocky, volcanic finger that stretches some 50 miles to the most westerly point of the UK mainland, the Ardnamurchan peninsula beckons you on through one of Europe's oldest rainforests to its famous lighthouse and untouched white sandy beaches.

Established half-way down the peninsula in 2014 by the passionate whisky people behind independent bottler Adelphi, Ardnamurchan Distillery embodies the spirit of its surroundings.

The commitment to quality is paramount. Embracing heritage, innovation and sustainable practices throughout the whisky making process.

Its subtle peat profile brings gentle smoke without Islay's boldness, revealing a unique West Highland coastal character. This natural, authentic whisky has a cult following, making it both distinctive and highly sought-after.

"We believe that the rugged west coast air gives our whisky a certain element that cannot be replicated elsewhere, and this whisky is proof of that."



ARDNAMURCHAN DISTILLERY

We are committed to producing our whisky in the most responsible way possible. We follow what we believe is the lightest touch approach to distilling, including adding value to co-products and empowering a realistic and tangible circular economy.

Powered by nature, crafted by hand.

This distillery runs entirely on the energy of its surroundings. Solar panels line the warehouse roofs, while hydro-electric power flows from the same hillside river that cools every drop during production. Land, water and whisky, working as one.

Fuelled by the forest next door.

The co-products of whisky-making — draff and pot ale — are combined here to create nutrient-rich feed for local livestock and wildlife. It's a closed loop by design: production stays naturally in step with what the peninsula can sustain, no more, no less.

Nothing goes to waste.

This distillery was the first in Scotland to power all of its heat and steam entirely with locally sourced wood chip. The timber is harvested and processed just two miles away, delivered by tractor and every tree felled is matched by a full replanting scheme of native species. A fuel source that renews itself, season after season.

Out of the box.

Today, luxury is defined by authenticity, responsibility and sustainability, not excess. The "no box" approach reflects that shift, and it's already proven across domestic, international and travel retail markets, positioning Ardnamurchan Distillery at the forefront of a lower-impact, future-focused drinks industry. It taps into a global trend of travellers and consumers alike actively seeking eco-conscious products that deliver real meaning and modern value.

A RANGE WITH SOMETHING FOR EVERYONE

ARDNAMURCHAN FASCADALE

Unashamedly coastal

Named for the pebble and seaweed-strewn inlet on the distillery's doorstep, a hideaway once used as shelter by storm-bound fishing boats and by smugglers before them. Fascadale is Ardnamurchan's boldest statement yet.

Tangible, authentic, and entirely without compromise, it places this remote corner of Scotland firmly on the global travel retail stage.

Bottled at 50% ABV, non-chill filtered and naturally coloured, Fascadale is a marriage of peated and unpeated spirit, matured in a 70/30 combination of bourbon and sherry casks. Every cask rests in the distillery's traditional dunnage warehouses, braced against the Atlantic storms that roll straight off the sea, the same wild weather that shapes the spirit inside.

Naturally coastal, in the way west coast Scotch whisky should be.

Nose: Sea spray, citrus peel, runny honey, and a wisp of peat smoke.

Palate: Maritime brine, baked apple, warming spice, and creamy vanilla.

Finish: Long, coastal, and satisfyingly complex.



ARDNAMURCHAN THE MIDGIE

"With extra bite."

A Travel Retail Exclusive with a cheeky nod to the west coast's most notorious resident. The Midgie brings a sharper, more playful edge to the range, small in name, but every bit as memorable as its namesake.

Nose: Honied ham, torched pineapple, salted prunes, strawberry jam, salty cracker, almond oil, coconut macaroon, spearmint.

Palate: Salt-baked pear, meadowsweet, wildflowers, lemon thyme, sultanas, cherrywood embers, cocoa powder, pink peppercorns.

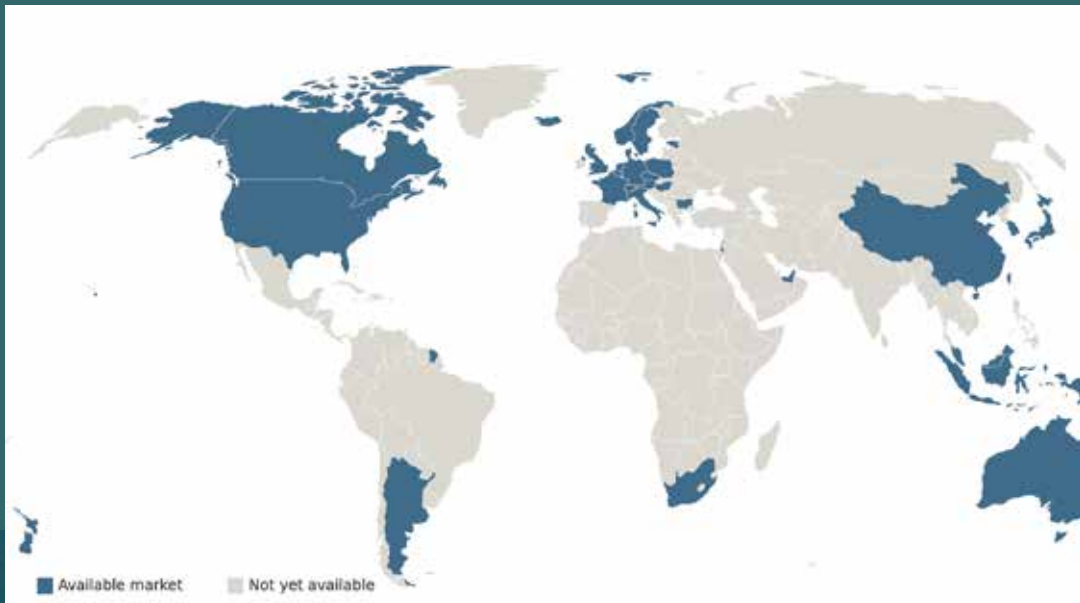


A DISTILLERY ON THE RISE

Since launching its first single malt in 2020, Ardnamurchan has grown from a remote west coast newcomer into one of Scotch whisky's genuine success stories, picking up multiple awards for its pioneering approach to sustainability while building a footprint that now spans more than 45 international markets.

Ardnamurchan's reputation isn't just critical acclaim, it's backed by genuine community love. In the influential whisky publication Dramface's Top 40 Distilleries, Ardnamurchan currently sits at number two, just behind Springbank. It's a ranking built entirely on grassroots enthusiasm from whisky lovers themselves, a strong signal of the brand's growing standing among the people who matter most: the drinkers.

Their Global Travel Retail exclusive range, Fasdadale and The Midgie, capture two sides of the same rugged coastline: one deep, maritime and complex; the other sharp, playful and full of bite. Both unmistakably Ardnamurchan, whisky that could only ever come from this one wild, remote stretch of Scotland. It's a range designed to meet every drinker where they are — proof that a whisky can be both critically acclaimed and genuinely accessible, without ever compromising on character.



ONE AUTHENTIC BRAND, MULTIPLE POSSIBILITIES

For Global Travel Retail partners, Fasdadale and The Midgie offer something increasingly rare: a genuinely differentiated, award-winning single malt story with the sustainability credentials and craft narrative today's traveller is actively seeking out. As Ardnamurchan's reputation continues to build across 45+ markets, early listing partners have the opportunity to bring a distinctive west coast provenance story to their shelves.

Get in touch to discuss allocation and bring Ardnamurchan to your gateway.

www.ardnamurchandistillery.com

ARDNAMURCHAN
ARGYLL
WESTERN HIGHLANDS
SCOTLAND
DISTILLERY
Taste the Story™

Ramsbury *Gin*

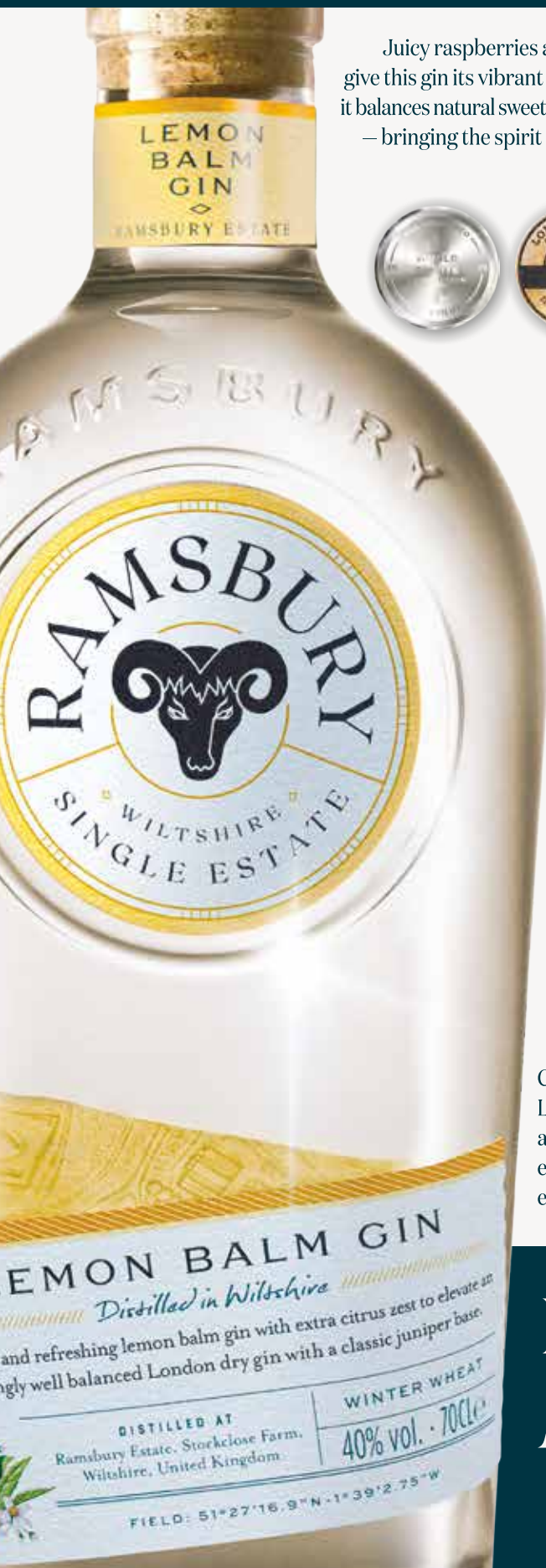


Unlike most gins, Ramsbury begins with one of the world's finest vodkas, distilled from our own winter wheat through a 43-plate copper still for exceptional smoothness. The result is a premium London Dry with a fresh, floral twist – rich with juniper, citrus, woody angelica, bitter almond, spicy cinnamon, and our signature quince.

Recognized with multiple Gold medals at the San Francisco World Spirits Competition, Ramsbury Gin has earned international acclaim for its balance, complexity, and sustainability – making it a favorite among bartenders and modern gin drinkers alike.

Ramsbury Raspberry & Wildflower Honey Gin

Juicy raspberries and smooth wildflower honey give this gin its vibrant edge. Bright, fruity, and silky, it balances natural sweetness with refreshing character — bringing the spirit of the countryside straight to the glass.



Crafted from our signature wheat spirit, Ramsbury Lemon Balm Gin is bright, crisp, and refreshing with a lively citrus character. Herbal and zesty, it's a fresh expression that captures the lightness of summer in every pour.



Ramsbury Lemon Balm Gin

NICE

NICE for having nowhere to be

No.1 is our dry, French Pale Rosé, perfect for when the day's work is finished, but the sunlight isn't.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



NICE for times of togetherness

No.2 is our crisp, dry Sauvignon Blanc, equally perfect with sunlight or candlelight.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



NICE

NICE for late nights and date nights

No.3 is our smooth, juicy Malbec, perfect for food, friends and romance.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



NICE for sudden bursts of laughter

No.4 is our dry Fizz, glowing, grinning, delicious.

ALWAYS A GOOD YEAR

We work with winemakers we trust, tasting, swirling, debating to make sure Nice stays beautifully consistent, year after year.



CROWD PLEASING
WINES
EVERY TIME



EL SUEÑO
MODA
TEQUILA FOR DREAMERS

El Sueño MODA is an entirely new Tequila experience. Made from the finest mature Blue Weber Agave grown for 9 years in Jalisco, Mexico. An exquisite burst of sweetness, fresh fruit and Agave, unlike anything you've tried before.



EL SUEÑO
MODA

**“TEQUILA SHOTS NEVER
TASTED SO GOOD!”**

MODA PINEAPPLE TEQUILA

Tropical flavours of fresh pineapple derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



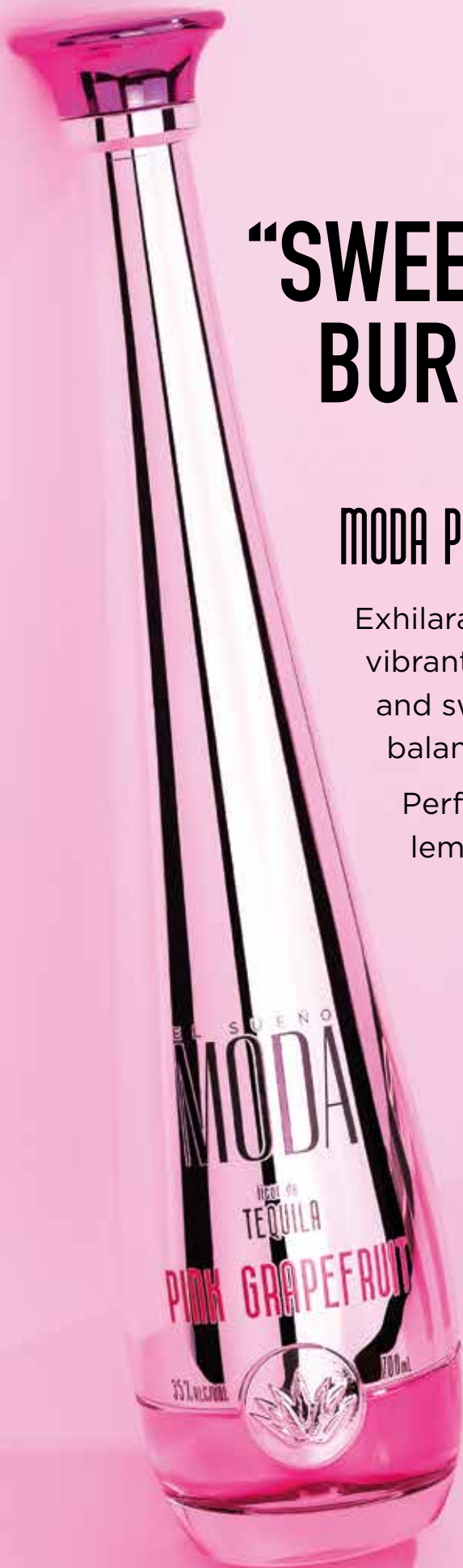
EL SUEÑO
MODA

**“SWEET, SMOOTH, NO
BURN! IT’S SO NICE”**

MODA PINK GRAPEFRUIT TEQUILA

Exhilarating citrus in every sip with flavours of vibrant pink grapefruit derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



EL SUEÑO
MODA

**“WOW IT REALLY TASTES
AS GOOD AS IT LOOKS!”**

MODA WATERMELON TEQUILA

An easy-drinking mellow spirit with flavours of sweet juicy watermelon derived from real fruit and sweetened with Agave syrup, beautifully balanced with award-winning El Sueño Tequila.

Perfect for shots or enjoy topped with lemonade or soda.



茅台不老

MOUTAI BULAO

Since 1984

From China's highest-valued liquor company - Kweichow Moutai Group's subsidiary, Kweichow Moutai Winery (Group) Health Wine Co., Ltd.

Specifically designed for the international market - "No Pressure" Drinking

The first Moutai baijiu infused with Longan, Angelica Dahurica, Wolfberry, and Hawthorn

Aged for a minimum of 3 to 5 years before blending and bottling

**Chinese
Baijiu**



茅台不老

MOUTAI BULAO

What is baijiu?

A clear, distilled alcohol fermented using a unique ancient ingredient called qu (曲). It has been produced in China for thousands of years and is typically consumed at formal banquets, state occasions and where status is required.

125ml



Product Information

Aroma Type:

Sauce aroma

Alcohol:

53% vol. 106 Proof

Net Content:

125ml

Country of Origin:

Guizhou, China

Ingredients:

Baijiu (Sorghum, Wheat, Water from the Chishui River at Moutai Town), Longan, Angelica Dahurica, Wolfberry, Hawthorn

TASTING NOTES

ON THE NOSE:

Hawthorne berries, ripe lychee, hints of roasted Espresso

ON THE PALATE:

Honeyed figs and jasmine, sweet & mellow, a silky mouthfeel

ON THE FINISH:

A lengthy and complex finish, without the fiery palette

BULAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老单瓶装 礼盒

Moutai Bulao

One Bottle Gift Set



Perfect Gift Choice

Moutai Bulao Gift Set Includes

- One Bottle of 125ml Moutai Bulao
- Two Emperor Tasting Glasses

Bottle Opening Ceremony - Innovative Celebration

1. Hold the bottle
with one hand



2. Pull the strap with
the other hand



3. Pull upwards



BULAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老四瓶装 礼盒

Moutai Bulao

Four Bottles Gift Set



Perfect
Gift Choice

Moutai Bulao Gift Set Includes

- Four bottles of 125ml Moutai Bulao
- 4 Limited Edition Baijui Glasses

Bottle Opening Ceremony - Innovative Celebration

1. Hold the bottle
with one hand



2. Pull the strap with
the other hand



3. Pull upwards



BULAO
MOUTAI

茅台不老

MOUTAI BULAO

茅台不老

蓝色经典

Moutai Bulao

Classic Blue

Moutai Bulao Classic Blue boasts a smooth body and harmonious flavors with a long-lasting aroma, perfect for business banquets, gatherings, celebrations, leisure, and gifts.

500ml



Product Information

Aroma Type:

Sauce aroma

Alcohol:

53% vol. 106 Proof

Net Content:

500 ml

Country of Origin:

Guizhou, China

Ingredients:

Baijiu (Sorghum, Wheat, Water from the Chishui River at Moutai Town), Longan, Angelica Dahurica, Wolfberry, Hawthorn

TASTING NOTES

ON THE NOSE:

Hints of dried longan, floral notes, and subtle sweetness

ON THE PALATE:

Smooth with flavors of caramelized fig, honey, and a silky texture

ON THE FINISH:

Long and elegant, with lingering vanilla and roasted nuts

茅台不老

MOUTAI BULAO

茅台不老 蓝色经典 Moutai Bulao Classic Blue

Buy a Moutai Bulao
Classic Blue (500ml)
and get a
complimentary set of 4
Baijiu glasses and 1
dispenser jar



BULAO
MOUTAI





酒鬼酒

Master Huang Yongyu's First
Generation Masterpiece

Master Huang Yongyu personally designed

The Drunken Wine Bottle,

also known as The Sack Bottle,

as a sincere gift from Jiuguai Wine.



750ml

Product Information

Aroma:

Fuyu Baijiu

ABV:

54%

Ingredients:

Sorghum, glutinous rice, rice, wheat and corn

Tasting Notes:

This has a cheese aroma with
a bit of everything going on.

A complex flavour with a clean finish.

Description

Founded in 1956 Jiuguaijiu became
a publicly listed corporation.

In 2005 the Hunan Provincial Science and
Technology Department recognized Jiuguaijiu
as a new category of extra strong baijiu
made with a blend of big and small Qu.

TRAVEL RETAIL
EXCLUSIVE



酒鬼酒

Master Huang Yongyu's First Generation Masterpiece Master Huang Yongyu personally designed The Drunken Wine Bottle, also known as The Sack Bottle, as a sincere gift from Jiuguai Wine.



Buy a Jiu Gui Jiu Li Series (750ml) and receive a complimentary ceramic gift set.



TRAVEL RETAIL
EXCLUSIVE

Please contact us for further information...



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