

LAPHROAIG®

LAPHROAIG.COM/OPINIONS
#OPINIONSWELCOME™

The original Laphroaig®, distilled following traditions laid down by Ian Hunter over 75 years ago. In making Laphroaig®, malted barley is dried over a peat fire. The smoke from this peat, found only on Islay, gives Laphroaig® its particularly rich flavour. Those enjoying the 10 Year Old will first notice the bold, smoky taste, followed by a hint of seaweed and a surprising sweetness. This full-bodied variant is the foundation of all Laphroaig® expressions and comes with a long finish.

PRODUCT DETAILS

Description: Islay Single Malt Scotch Whisky

Size: 750ml

Suggested Pricing: \$49.99 for a 750ML bottle.

Proof: 86

Age: 10 years

ACCOLADES

Double Gold: 2016 NY Wine & Spirits Competition

Double Gold: 2016 SF World Spirits Competition

Great Value, Tried and True Award, 96pts: 2016 Ultimate Spirits Challenge

DRINK  SMART®

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Laphroaig® Islay Single Malt Scotch Whisky, 43% Alc./Vol. ©2017 Laphroaig Import Company, Chicago, IL

“ A BIG ”
PEATY,
SLAP
IN THE
FACE.
PERFECT.

JOHN CAMPBELL
DISTILLERY MANAGER OF LAPHROAIG



TASTING NOTES

Color: Sparkling gold

Aroma: Huge smoke with a hint of sweetness

Taste: Peat smoke with salty undertones and an echo of sweetness

Finish: Long, powerful, smoky

OVERCOMING OBJECTIONS

- Interest in Single Malt Scotch is strong with +9% growth, outpacing that of Whisky¹
- The Laphroaig® brand is experiencing growth on pace with the category as consumers continue to discover the bold, peaty flavors of Laphroaig®¹
- Laphroaig® 10 Year Old, the flagship of the Laphroaig® brand, continues to post impressive +13% growth that outpaces the Scotch category¹

DRINK STRATEGY:

Drink Laphroaig® neat, on the rocks, with a splash of water, or in some of the most intriguing cocktails. Its peat and smoke add a layer of complexity that mixologists can enjoy throughout the world

Recommended Recipe: Penicillin

For a Laphroaig® Fully Smoked Penicillin, simply replace the Teacher's® Blended Scotch Whisky with Laphroaig® Select

- 2 parts Teacher's® Blended Scotch Whisky
- ¾ part fresh lemon juice • ¾ part honey-ginger syrup*
- 1½ parts Laphroaig® 10 Year Old Single Malt Scotch Whisky
- Candied ginger

Combine ingredients and shake with ice. Serve in a rocks glass with a large ice cube. Add floater of Laphroaig® and a candied ginger garnish.

*Make the honey-ginger syrup: Combine honey, ginger, and 1 cup water in a 2-qt. saucepan over high; boil. Reduce heat to medium and simmer 5 minutes; chill overnight, then strain, discarding solids



PROMOTIONAL AND COMMERCIAL SUPPORT

- Heavy social media presence and new content around Burns Night, Father's Day, and holidays will support highly successful #OpinionsWelcome™ campaign.
- Protectors of the Peat sampling and educational programs will drive distribution and increase velocity in 17 key markets.
- Master Ambassador Simon Brooking nationwide activities & Scotch Malt Whisky Extravaganza events in eight highly targeted markets.
- PR efforts will target key Scotch bloggers and the media.

SUGGESTED SHELF PLACEMENT

To the right of Laphroaig® Select



UPC/SCC DETAILS

750 mL

UPC: 080686813019

SCC: 10080686813016

1. Nielsen, TTL xAOC+, \$ Sales, \$ % Chg, 52WE 10/8/16