



# Crown Royal®

**Crown Royal Deluxe is the standard of excellence for Canadian whisky. It is an extraordinary blend of 50 full-bodied Canadian whiskies, matured to perfection.**

## HERITAGE

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- CROWN ROYAL Whisky was created in 1939 to honor the first Royal Tour of Canada by King George VI and Queen Elizabeth, arriving by boat and traveling the vast North American distance by train.
- Over 600 blends were trialed before settling on the final exceptionally smooth blend of roughly 50 whiskies which was presented in a cut-glass decanter in a regal purple bag with gold stitching.
- For two decades, the Crown Royal bag and its perfect contents remained under wraps in Canada. Too exceptional to go unnoticed for long, word traveled – and so did enterprising oil workers. Seeking their fortunes in the oil-rich lands of Texas in the 1960s, they packed their velvety purple Crown Royal bags for the journey.
- Crown Royal was released in the United States in the 1960s and has since become the top selling Canadian whisky.
- Today, approximately fifty million velvet bags are stitched for Crown Royal every year, each one carrying the distinctive etched glass bottle that embodies the spirit and passion of a proud craft. Wherever you encounter Crown Royal, no matter the blend, you can be assured that you'll be treated to a whisky as smooth as its iconic bag.

## PRODUCTION

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- The process of making the finest, smoothest Canadian Whisky starts with the finest Canadian ingredients. Roughly 80% of our grain (rye, corn and barley) is sourced from Manitoba and surrounding provinces – resilient natural ingredients that were born to weather the challenging conditions where subzero temperatures are the norm.
- Our maturing barrels experience extreme temperature swings, the wood's expansion and contraction slowly adding to the developing character. Once the whiskies have been aged to our blenders' satisfaction, they are meticulously blended to create the signature rich, smooth, award-winning flavor of Crown Royal.
- The extraordinary smooth taste of CROWN ROYAL Whisky comes from its unique proprietary batch-base whisky process. Upon barrel maturation, the master blender skillfully balances 50 distinct, full-bodied whiskies to achieve a soft palate of butterscotch with notes of vanilla and oak.
- Over 750,000 gallons of fresh water from Canada's Lake Winnipeg gives us pure water naturally filtered through the limestone beneath, which is the foundation of the 50 distinct, full-bodied CROWN ROYAL®



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## TASTING NOTES

- NOSE: Rich and robust, with slight hints of vanilla and fruit.
- PALATE: Delicately smooth and creamy with hints of oak and the sweet flavor of vanilla.
- FINISH: Long and lingering.

## SERVES



### CROWN ROYAL & GINGER

Pour all ingredients into an ice filled highball glass and garnish with a lime wedge

- 1.5 oz. Crown Royal Deluxe Whisky
- 6 oz. ginger ale
- lime wedge



### CROWN ROYAL ON THE ROCKS

Place single ice cube in rocks glass.

- Top off with Crown Royal Deluxe Whisky
- 1.5 oz. Crown Royal Deluxe



### Washington Apple

Mix ingredients in a shaker, pour over ice and garnish with an apple slide

- 1.25 oz. shot Crown Royal™ Deluxe Whisky
- 0.5oz Apple Schnapps
- 2.5oz Cranberry Juice



## FEATURES

CROWN ROYAL sets the standard for quality in Canadian Whisky- sourcing grain from Manitoba, Canada and using fresh naturally limestone filtered water from Canada's Lake Winnipeg

In the U.S. CROWN ROYAL Whisky is #1 Most Valuable Spirits and #1 Whisky<sup>1</sup>

CROWN ROYAL sponsors over 28 professional sporting teams across the US, connecting to consumers

CROWN ROYAL is recognizable brand within the whisky category because each bottle is dressed in the iconic purple bag

## BENEFITS

CROWN ROYAL Deluxe is a premium blended Canadian Whisky, offering a smooth versatile liquid for all consumers to enjoy

CROWN ROYAL appeals to mainstream consumers, delivering consistent profitability and sales

Sponsoring the most popular spectator sports in the U.S., CROWN ROYAL has been able to reach its vast consumer base and create connections during various occasions

CROWN ROYAL is instrumental in supporting US troops by using recycled purple bags to then donate care packages.