



## 10 things you may not have known about Ardbeg

- 1) Ardbeg has been awarded 'World Whisky of the Year' two years running by none other than whisky guru himself, Jim Murray in his latest edition of The Whisky Bible: 2008 for Ardbeg 10YO and 2009 for Ardbeg Uigeadail
- 2) Ardbeg is the peatiest and smokiest of all Islay malts!
- 3) The Beastie Mobile has clocked up over 160,000 miles on its adventurous journey!
- 4) Did you know that Ardbeg's Brand Mascot is: Shortie the Jack Russell, who lives at the Distillery on Islay
- 5) One of Ardbeg's expressions is called Airigh Nam Beist (pronounced Arry Nam Baysht) – which in Gaelic means the 'Shelter of the Beast' – mysterious stuff!
- 6) Ardbeg's Purifier on the spirit still adds fruity floral sweetness and complexity to the spirit
- 7) Ardbeg's distillery water supply on Islay is drawn from Loch Uigeadail
- 8) Islay. Queen of the Hebrides. 25 miles in length and home to eight working distilleries producing the world's finest malts, of which the ultimate is Ardbeg
- 9) Ardbeg is a whisky that is worshipped around the world, not surprising then that Jim Murray has this to say about it: "If perfection on the palate exists, this is it." – fine praise indeed
- 10) Ardbeg's famous 'A' is a symbol of its Celtic heritage and is derived from the ancient 'Book of Kells' dating from the 8<sup>th</sup> century