



HIGHLAND
ESTD **PARK** 1798
SINGLE MALT SCOTCH WHISKY

HIGHLAND PARK

Brand Education



EDRINGTON

Brand history



A single malt whisky like no other

- Founded by Magnus Eunson, a minister and a bootlegger who hid casks of whisky in the pulpit of his church
- Legal distillation began in 1798
- Highland Park makes it's whisky in the same manner and to the same exacting standards as it has since the beginning



Highland Park standards

The five keystones

- Aromatic Orkney peat
- Expensive sherry casks
- Cool maturation – the Orkney climate
- Traditional floor malting
- Cask harmonization

Aromatic Orkney Peat

Infused heather aromatics

- One delicate, sweet, aromatic peat smoke, which has given Highland Park its of the fundamental flavors in Highland Park single malt whisky is the unique character since 1798. The Orkney Islands have an abundance of this sweet, heathery peat, which is around 4000 years old and is carefully selected from Hobbister Moor
- The peat we cut is a mixture of textures and aromas ranging from a more floral heather-rich top layer, to a darker, denser material, the mixture giving the resulting smoke a slow burning and complex aroma



Sherry Oak Casks

As much as 70% of the whisky's flavor is derived from the type of cask in which it has been aged

- The majority of the Scotch whisky industry uses ex-bourbon barrels for maturation. At Highland Park, bourbon barrels are not routinely filled. Traditional oak casks are used; butts, puncheons or hogsheads – no barrels – all seasoned with dry Oloroso sherry, which contribute to the distinctive richness in the resulting whisky.
- Spanish oak casks seasoned with sherry give colour, spice and dried fruit character, whereas American oak sherry seasoned casks give lighter, sweeter vanilla and butterscotch flavours. Sherry oak casks are far more expensive but the view at Highland Park is that they are worth it for the rich character and natural colour they provide to the maturing spirit.

Cool maturation

The Orkney climate

- With as much as 70% of the overall flavour of a single malt whisky coming from the type of cask it is matured in, it is imperative to treat these handmade casks with a reverence and respect. Orkney is unusually blessed with a wonderfully temperate climate, with neither extreme cold or hot temperatures; perfect for a long, cool maturation in our traditional warehouses.
- Other distilleries often mature their casks far from the distillery. We feel that by staying as close to home, we give our whisky a distinctly Orcadian personality, with a smooth character and lingering, delicate smokiness.

Traditional Floor Malting

Only a handful of distilleries still practice floor malting

- Highland Park is one of only a handful of distilleries that still retains a traditional malting floor, turning each batch of malt by hand, in what is a physically demanding process.
- To malt our barley, we steep it in the mineral rich water from the Crantit spring, before transferring it to the malting floor to slowly germinate. When it is ready, the barley is then placed in our kilns where the aromatic peating process begins.



Cask harmonization

To ensure every bottle of Highland Park reaches you in perfect condition, the whisky is harmonised

- Other distillers often see this practice as an unnecessary expense, but for us, it is an essential part of our rich heritage. Without it, Highland Park just wouldn't be the same. Each individual batch of Highland Park is drawn together from a variety of cask types, contributing an array of distinct, unique flavours and additional harmonisation for up to six months perfectly marries them together.
- The impact this marriage has on the whisky is nothing short of stunning and ensures consistency, as well as adding complexity and exceptional balance on the palate

Tasting notes

❖ Colour: Glowing amber

- Bouquet: Heather-honey sweetness; peaty smokiness
- Palate: Rounded smoky sweetness; full malt delivery
- Finish: Teasing, heathery, subtle smoke delicious



The Elevator Pitch

Highland Park has.....

- The largest investment of time and effort of any single malt
- Respect and endorsement from Expert & Specialist trade
- A naturally dark and distinctive liquid with clear age statements
- Flawless balance of smoke and sherry wood sweetness
- Authenticity over 200 years of experience

