



A PERSONAL TOUCH FOR A CHRISTMAS DRAM
The Whisky Exchange launches new personalisable
Special Reserve Highland Single Malt Scotch Whisky

This September, in time for the Christmas gifting season, The Whisky Exchange will introduce a Special Reserve Highland Single Malt Scotch to its exceptional range of single malt and single grain whiskies with customisable labels.

Retailing at £49.95 exclusively from thewhiskyexchange.com, the new single malt is aged in a sherry butt, providing rich baked apple, juicy sultana and caramel flavours.

The new addition brings the number of personalisable whiskies available from The Whisky Exchange up to six. The range also includes a 21 year-old Speyside whisky, a 25 year-old Lowland single grain whisky and 10 year-old Islay whisky.

Each of the bottles can be personalised with a message and nine striking label designs, making them the ideal gift for the whisky lover in your life.

Highland Single Malt Special Reserve | 46% | £49.95 – one of 900 bottles, matured in a sherry butt.

Tasting notes

Nose: Buttery and dense with cloudy honey, chestnuts, nutmeg and cloves.

Palate: Rich and warm. Baked apples, juicy sultanas and caramel kick things off. More citrus notes develop: grapefruit and lime zest mix with the rich flavours of Belgian milk chocolate.

Finish: A touch of chilli spice and white pepper lead to more lime juice and dusty, bittersweet dark chocolate.

The personalisation system is simple to use and it's quick to order – simply choose your whisky, select a custom message or create your own, and add a dedication.

The full range is available all year round and is the perfect gift. Special Reserve Highland Single Malt is available exclusively from thewhiskyexchange.com from October 2020. Personalised whisky prices range from £49.95-£135, including the personalisation, and can be viewed here: <https://www.thewhiskyexchange.com/personalisedlabels/whisky>



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Images can be downloaded here: <https://bit.ly/SpecialReserveXmas>

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Notes to editors:

ABOUT THE WHISKY EXCHANGE

Founded in 1999, The Whisky Exchange is the leading global retailer of whiskies and fine spirits, with an award-winning online shop and three shops located in the heart of London at Covent Garden, Great Portland Street and London Bridge.

As a family company, The Whisky Exchange believes in exceptional service and offering excellent products at competitive prices. The company's philosophy is simple – never rest on your laurels. The team, led by founders and brothers Sukhinder and Rajbir Singh and buyer Dawn Davies MW, is constantly trying to find new products with genuine heritage and quality in all drinks categories, while continuing to innovate and ensure its website and shop are the best in the business. Above all, the company is built on its amazing range and its people, and is responsible for the loyal and ever-expanding fan base from around the world.

The Whisky Exchange in numbers: 4,000 whiskies including 3,000 single malt Scotch whiskies; 400 Champagnes, 800 Cognacs and Armagnacs; 700 rums; 600 gins; 300 aperitifs; 400 Tequilas and mezcal; three shops.

London Shops

(New) 88 Borough High Street, London Bridge, London, SE1 1LL / Tel: 020 7631 3888
2 Bedford Street, Covent Garden, London WC2E 9HH / Tel: 020 7100 0088
90-92 Great Portland Street, Fitzrovia, London W1W 7NT / Tel: 020 7100 9888

Online

<https://www.thewhiskyexchange.com> / Tel: 020 8838 9388