



AMRUT DISTILLERIES LIMITED

(N.R. Jagdale Group)

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Amrut Distilleries takes World title at Icons of Whisky



AMRUT DISTILLERIES' success on the global stage continues. It was named a Distiller of the Year in the Icons of Whisky 2011 on 3 March in London. Amrut was crowned in the Rest of the World category by the independent judges of the prestigious awards, which are organised by *Whisky Magazine*. The award was made to Amrut "for raising the profile of Indian whisky across the globe and its innovations in the production process". The Rest of the World title meant the Bangalore distillery was also one of the four contenders for the Icons of Whisky Distiller of the Year title.

The Icons are designed to celebrate the people and places behind the great whiskies of the world. Chairman of the judges, *Whisky Mag* editor, Rob Allanson, added: "This year, in some cases we have seen smaller companies punching well above their weight to top their bigger rivals in the polls. The results also reflect the global nature of the whisky world."

Amrut's International Sales Manager, Ashok Chokalingam, was presented the award at a glittering dinner at the Waldorf Hotel in London. "This is an honour indeed. Amrut Distilleries has achieved a great deal in terms in the past few years and it is really satisfying to be recognised on the world stage. We hope we will continue to delight whisky drinkers the world over with our malts. We also hope we will continue to excite malt drinkers with our innovative approach to distilling and maturation."



This latest recognition for Amrut Distilleries comes hard on the heels of Amrut Fusion being named World Whisky of the Year at the Malt Advocate Whisky Awards in February 2011. In a new category created to recognise "the wonderful whiskies" being produced in countries like Japan, India, Sweden, England, outside the major distilling nations, John Hansell, editor of *Malt Advocate* magazine, explained the choice of winner. "India's Amrut distillery changed the way many think of Indian whisky. ... Amrut is making whisky, and it's very good."

Hansell continued: "Amrut finally began exporting their whisky to the US in 2010. We've tasted our way through the various expressions (peated, sherried, cask strength, etc.) and we enjoyed them all, but the one that really impressed us was Amrut Fusion. Fusion shows balance, complexity, and surprising maturity for its age - these are the defining characteristics for what is the best Indian whisky we have ever tasted. Combining Indian malt and peated Scottish malt, this whisky shows a sweet side, but is never cloying, with rich caramel, vanilla custard, and fruit cocktail in light syrup, balanced by vibrant - almost floral - dried peat smoke, delicate white pepper, and a hint of tropical fruit. We look forward to more great whiskies from Amrut."

Amrut Fusion has been won many fans across the world and was named third best whisky of the year in the 2010 edition of Jim Murray's *The Whisky Bible*. Fusion and Amrut's other innovative malts like Intermediate Sherry Matured and Kadhambam have won many other awards, including several from the Malt Maniacs.



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