

WHY MONKEY SHOULDER

MONKEY SHOULDER CHALLENGES PRECONCEPTIONS OF THE WHISKY WORLD AND ATTRACTS A NEW GENERATION OF WHISKY DRINKERS FROM THE PREMIUM BROWN SPIRITS SEGMENT

- SMOOTH, RICH, PERFECT IN THE MIX: Created from high-end single malts with notes of vanilla, honey, and orange, Monkey Shoulder can be enjoyed neat or in fruit-forward cocktails.
- BARTENDER APPROVED: Used in cocktails in the top 50 bars around the world, Monkey Shoulder Whisky is a proven premium choice.



**ALL-TIME
LEAGUES**

SCOTCH

- 1 JOHNNIE WALKER
- 2 THE MACALLAN
- 3 MONKEY SHOULDER
- 4 CHIVAS REGAL
- 5 DEWAR'S



For Monkey Shoulder here are the most important points:

- Blended Scotch made up of 3 Speyside Single Malts. Married together and finished for a short time in Used Bourbon Barrels.
- Single malts sourced from our Glenfiddich and Balvenie distilleries and a 3rd distillery we own in Scotland by the name of Kininvie.
- Monkey Shoulder is a GREAT VALUE, Blended scotch with a single malt make up for 40.00 --usually around 33 –35.99.
- **Monkey Shoulder is made for mixing**, great in cocktails, which we want to emphasize during our the samplings.



MONKEY SHOULDER

Triple Malt Blended Scotch



WHAT IS MONKEY SHOULDER?

- Triple Malt. Blend of Three of Speyside's finest single malts that are matured and finished in Bourbon Casks under the supervision of Malt Master Brian Kinsman.
- The length of maturation is determined by the Malt Master, who selects a batch of 27 casks that are blended and aged to produce Monkey Shoulder Triple Malt Scotch.
- After aging for a unspecified period of time, the 3 Speyside Malts are blended together in a marrying Tun for several months then returned to finish in used Bourbon Barrels.
- Monkey Shoulder has an exceptionally smooth, lingering finish. Sweet, rich Vanilla flavor . Oak Notes and a bourbon like finish that appeals to Bourbon Drinkers.
- The name Monkey Shoulder refers to a shoulder injury suffered by the malt men received when turning the barley by hand.

Key Points of Difference:

- Blend of Single Malts that appeals to 3 types of consumers: Bourbon, Blended Scotch and Single Malt drinker.
- A Blended Malt made for Mixing / Cocktails. Great Mix-ability.
- Suggested Retail: 33.99. GREAT VALUE.

Target Consumer: Blended Scotch and Bourbon Consumers looking for something smooth and high in quality but different. Monkey Shoulders bourbon barrel finish often appeals to Bourbon Consumers.

