



Cutty Sark Original

An Honest and Genuine Spirit

Born from Prohibition

In 1923, the USA was in the grips of Prohibition when Francis Berry and Hugh Rudd, the partners of the world's most prestigious wine and spirits merchants, Berry Bros. & Rudd, saw an opportunity to create a new type of blended Scotch specifically for an international market.

The new blend would be lighter in style in order to differentiate itself from the darker blends of the day. Blended only from the very finest whiskies, it would be bottled at its naturally pale color to avoid the danger of caramel coloring masking its more subtle flavors.

All it needed was a name. Coincidentally, the world's fastest ship—a tea clipper named Cutty Sark—was dominating the headlines of the day. Using the clipper as inspiration, Scottish artist James McBey sketched a design that would evolve into one of the most endearing and enduring labels in the spirits industry—the iconic Cutty Sark.

Why Cutty Sark?

- Cutty Sark is one of the world's most iconic and recognized Scotch Whiskey Brands and was the first scotch whiskey brand to sell one million cases in the USA.
- Unlike other blended Scotch Whiskies, Cutty Sark contains up to 40% of Single Malt Whisky, sourced from some of the finest distilleries in the Speyside Region of Scotland.
- Matured predominantly in sherry seasoned American oak casks, which impart less color to the spirit but add subtle and complex flavour.
- The malts and grain whiskies are blended together after maturity and then married for up to six months. Most blended scotches allow little or no time for their blends to harmonize in oak.
- The marrying process is unique to Cutty Sark and yields a final blend that is harmonized and consistent in color and flavour.

One of the Top 10 Most Popular Blended Scotch Whiskies in the World.



Shelf
Set

*The flavors are tightly combined.
I imagine exploring them late at night
in a vaguely disreputable bar in
the tropics.*

— Michael Jackson, *Whisky Magazine*

*Whenever I encounter this in a bar, it is
hard to resist, as is any such celebration
of the blender's art.*

— Jim Murray, *Classic Blended Scotch*

Consumer Profile

- Fans of Cutty Sark are loyal and enduring. Our core consumer is Male, 45+, independent thinking, enjoys sports both as a participant and as a spectator and most importantly enjoys Cutty Sark in the company of friends.
- With younger male consumers 25+, migrating to dark spirits, Cutty Sark is the perfect introduction to Scotch Whiskey—Light, easy to drink, easy to mix and very affordable.

Channel Focus

- Cutty Sark is primarily an Off-Premise brand with a loyal 750 ml and 1.75 L consumer base. A three case floor display in smaller stores and a 12 case floor display in larger stores is a proven, effective way to drive sales.
- In the On-Premise—Cutty Sark is the ideal “well” scotch—instantly recognized as a premium whiskey, light, easy to drink and perfectly balanced with a splash of soda water, cola or ginger ale.

Competitive Set

- Dewar's, J. & B., Famous Grouse

Tasting Notes

- Color: Pale gold.
- Nose: Grassy, fresh and fragrant.
- Palate: Vanilla and oak character from American oak casks.
- Finish: Fruity, clean and dry.

Serving Suggestions

- *The Real McCoy*: Neat or on the rocks
- *The Bootlegger*: Cutty Sark & Cola
- *Prohibition Special*: Cutty Sark & Ginger Ale
- *Cutty & Cran*: Cutty Sark & Cranberry Juice

Available SKUs

- 50 ml, 375 ml, 750 ml, 1 L, 1.75 L

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