SYTYK

# A CANADIAN WHISKY WITH A REGAL BEGINNING

When it comes to Canadian whisky, you'd be hard pressed to find one more respected and renowned than the iconic Crown Royal.

The whisky was originally created as a gift for the visiting monarchy, King George VI and Queen Elizabeth, in 1939. Since then, Crown Royal has expanded its lineup to include some of the whisky category's most unique and celebrated innovations.

## THE ORIGINAL EXPERIMENT

The first batches of Crown Royal experimented with 600 blends before finding the perfect combination which became known as Crown Royal Deluxe, the flagship spirit of the brand.

## ICONIC PACKAGING

The regal spirit gifted to the monarchs was packaged in a cut-glass decanter and purple felt bag with gold stitching — the same packaging you still see today!

## A ROYAL RUN TO THE LIQUOR STORE

When King George VI and Queen Elizabeth visited Canada, they returned home with 10 cases of Crown Royal.

## CROWN ROYAL AND THE SWINGING SIXTIES

Crown Royal was released in the U.S. during the 1960s and has since become the world's best-selling Canadian whisky.

## A BARREL FOR EVERY PERSON — AND THEN SOME

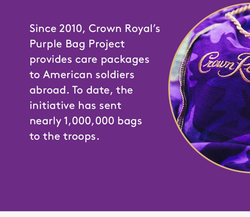
The distillery is in Gimli, Manitoba, right on the shore of Lake Winnipeg. There are more whisky barrels (1,650,000) in the 51 warehouses on the property than there are people in Manitoba!

## THE CROWNING ACHIEVEMENT

In 2016, Crown Royal Northern Harvest Rye was the first Canadian Whisky to be named World Whisky of the Year in Jim Murray's Annual Whisky Bible.

## #THEPURPLEBAGPROJECT

Since 2010, Crown Royal's Purple Bag Project provides care packages to American soldiers abroad. To date, the initiative has sent nearly 1,000,000 bags to the troops.

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