

HIGHLAND PARK *Full Volume*

— 17 YEAR OLD —

KEY SELLING POINTS

\$ OUTSTANDING VALUE
17 Year Old Highland Park for
under \$100!

**🎁 PERFECT GIFT &
COLLECTIBLE** for whisky
and music lovers looking for an
award-winning single malt with
an interesting backstory

**🍷 Limited Edition from the
#2 MOST COLLECTIBLE
SINGLE MALT** in the world
behind the Macallan. Buy
one to drink now and one to
save for later*

🕎 KOSHER CERTIFIED

THE WHISKY

Like the highly acclaimed Freya and ICE Edition before it, FULL VOLUME is a rare deviation from Highland Park's signature sherry cask maturation. The whisky has been created using only ex-bourbon casks, a combination of barrels and hogsheads filled in 1999 and bottled in 2017. It has been chill-filtered at a very gentle +4°C (above industry norms of subzero temperatures) and bottled at 47.2% ABV to ensure maximum mouthfeel and enjoyment.

TASTING NOTES

**NATURAL CASK-DRIVEN COLOR
(NO ADDITIVES):** Golden straw, clear and bright

FLAVORS: Vanilla, Coconut, Mango, Pineapple, Cedar Wood,
Lemon Peel, Light Smoke



*Source: The Rare Whisky 101 Half Year Review 2018

THE STORY

FULL VOLUME is the first edition in a new series from Highland Park showcasing artists and craftspeople who embody modern day Viking Souls.

For FULL VOLUME, Highland Park's master whisky maker Gordon Motion has partnered with Saul Davies, music producer and member of rock group James to demonstrate the similarities between making whisky and music, specifically the challenge of increasing volume without losing clarity and balance.

For musicians, amps and equalizers maintain critical balance and avoid distortion at high volume by fine-tuning musical frequencies. At Highland Park, this job is done by Master Whisky Maker, Gordon Motion. Gordon is responsible for balancing every individual wave of flavor in our whisky, ensuring that even at a higher than usual ABV, each finds its perfect place in the harmonized final spirit.

To celebrate the release, Saul wrote and produced a bespoke piece of music for FULL VOLUME available via Highland Park's Spotify and YouTube channels:  



WATCH HERE



THE PACKAGING

The packaging is inspired by an old fashioned guitar amp and features an unprecedented level of information on the production of the whisky sure to appeal to whisky geeks. To further illustrate the synergy of music and whisky, the dials on the side of the carton indicate the different levels of bourbon, peat, vanilla and fruit flavors.

SKU #	10200511
Volume (ml)	750
ABV %	47.2
Bottle & Gift Carton Barcode	812066021796
Bottles Per Case	6
Bottle Dimensions: L x W x H (in.)	4.2 x 2.8 x 9.8
Bottle Weight (lbs.)	2.7
Gift Carton Dimensions: L x W x H (in.)	4.3 x 2.9 x 10.2
Bottle & Gift Carton Weight (lbs.)	3.1
Case Barcode	10812066021533
Case Dimensions: L x W x H (in.)	13.5 x 6.3 x 10.9
Case Weight (lbs.)	18.2
Cases Per Layer	19
Layers Per Pallet	5
Cases Per Pallet	95
Pallet Dimensions: L x W x H (in.)	393.7 x 472.4 x 602.4
Pallet Weight (lbs.)	1,866.8

