



# HIGHLAND PARK *Twisted Tattoo*

## 16 YEAR OLD

SINGLE MALT SCOTCH WHISKY

Limited Edition from the  
**#2** MOST COLLECTIBLE  
 SINGLE MALT  
 IN THE WORLD\*

### HIGHLAND PARK TWISTED TATTOO 16 YEAR OLD

#### LIMITED EDITION FROM THE #2 MOST COLLECTIBLE SINGLE MALT IN THE WORLD\*

Twisted Tattoo is the **new limited edition** from Highland Park. For the **first time** in the distillery's history, Master Whisky Maker Gordon Motion has combined **Spanish Rioja seasoned casks (70%)** with **first-fill Bourbon casks (30%)** to deliver a whisky that is **rich, full-bodied and like no other.**

By retaining the Bourbon cask element, Gordon created a **thread of continuity** between this edition and its award-winning predecessor, Full Volume. The **experimental addition** of Rioja seasoned casks was inspired by the **craft of tattooing.** Gordon used these special casks to add rich color and flavor, in the same way tattoo artists use color and technique to leave a mark and tell stories on skin.

#### GIVE YOUR CUSTOMERS WHAT THEY WANT



##### ACCESSIBLE COLLECTIBLE

Great value from the #2 Most Collectible Single Malt in the World.\* At \$99.99 RRP, you can afford to buy one to enjoy now, and another to save for later.



##### HIGH PURCHASE INTENT

9/10 including non-Highland Park drinkers said they were "Very Likely" or "Extremely Likely" to buy Twisted Tattoo\*\*



##### THE PERFECT GIFT

96% of Highland Park drinkers said they would buy this as a gift for themselves. 8/10 would buy it for a friend\*\*



\*Rare Whisky 101: 2018 Report. Highland Park is ranked #2 behind the Macallan by volume in global auction sales. \*\*Consumer panel survey of 260 consumers



## TASTING NOTES

**Natural cask-driven color** (no additives); Clear and bright with a touch of soft rose tint driven by the Rioja cask influence

**Taste:** Rich and full-bodied with notes of vanilla, sun-ripened peaches, robust red wine and light peat smoke



## THE PACKAGING

The striking packaging for Twisted Tattoo was designed by Copenhagen-based tattoo artist Colin Dale who is renowned for his creations using the classic stick and poke tattoo technique. This non-electric method is done freestyle with needle and ink, building each intricate design dot by dot.

The design is inspired by the Viking heritage of Orkney and specifically, the legend of the Midgard serpent which grew so large it twisted around Earth to bite its own tail.

### SPECIFICATIONS:

**750ML**

EA SKU CODE	10201149
ABV %	47
VOLUME (ML)	750
BOTTLE BARCODE	812066022953
Bottle Dimension (L x W x H in.)	4.2 x 2.8 x 9.8
Bottle Weight (lbs.)	2.8
Bottle Per Case	6
CASE BARCODE	10810812066022981
Case Dimension (L x W x H in.)	13.5 x 6.3 x 10.9
Case Weight (lbs.)	29.4
Cases Per Layer	19
Layers Per Pallet	5
Cases Per Pallet	95

