

ISLAY

OR

Speyside



No two regions of Scotland contrast each other like Islay and Speyside, and Breakthru has the facts consumers need to navigate the Scotches that make these regions famous. We're here to help you provide your customers with a better beverage experience, one dram at time.



ISLAY

(eye-luh)

Speyside

(spay-side)

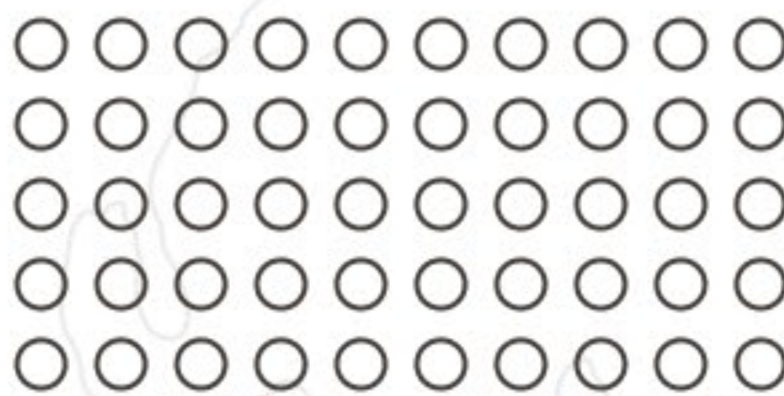


Distilleries

10

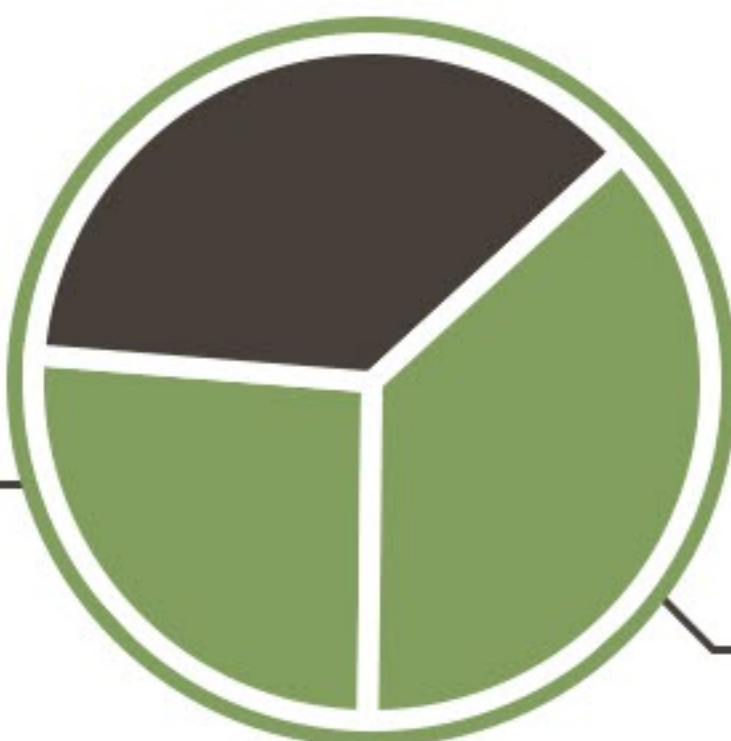


50



Market Share

26%



37%



Character



Smoke



Peat



Honey



Dried Fruit



Salinity



Oak



Sherry



Spice



Brands

BIG PEAT

CAOL ILA

THE BALVENIE

THE BENRiach

Glenfiddich.



Brought to you by Breakthru Beverage Group