

# THE DARK

In the new two-part **collectable series**, **THE DARK & THE LIGHT**, we share the story of the contrasting seasons of Highland Park's Orkney Islands home.

In **THE DARK**, we honor the **Winter Solstice**, an important day on the Viking calendar characterized by the shortest period of daylight and the longest night of the year. The Vikings celebrated this with 12 days of merriment and feasting known as Yule.

## THE WHISKY

- **17 year old** single malt Scotch whisky matured exclusively in **first-fill European oak Sherry casks**
- These casks deliver a distinctly deep flavor packed with **fruits, nuts and spices**, and overlaid with hints of **smoky peat**
- Bottled at **52.9% ABV** for maximum flavor
- **Highly collectable limited edition**: just 7,000 bottles available in the US

## TASTING NOTES

**Natural Cask Driven Color (no additives):** Deep russet

**Flavors:** Dried fruits | Cinnamon | Toasted almonds | Cedar wood | Fruitcake | Light peat smoke



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THE DARK provides an up-trading and gifting opportunity from our core expressions, and meets demand from whisky aficionados and collectors.

## TRADE POSITIONING:

### On Premise

Outlet segment: mainstream and exclusive

Channel priority: upscale whisky bars, fine dining and steakhouses with 5 or more single malts

Visibility: back bar, spirits list, after dinner drink list

### Off Premise

Outlet segment: mainstream to exclusive

Channel priority: independent and chain liquor stores, specialty retailers

SRP: \$300



SPECIFICATIONS:	750ML
EA SKU COE	10200638
ABV %	52.9
VOLUME (ML)	750
BOTTLE BARCODE	812066022052
BOTTLE DIMENSIONS: L X W X H (IN)	3 x 3 x 11.5
BOTTLE WEIGHT (LB)	2.9
BOTTLE PER CASE	3
CASE BARCODE	10812066021816
CASE DIMENSIONS: L X W X H (IN)	17.3 x 5.5 x 14
CASE WEIGHT (LB)	21.9
CASES PER LAYER	7
LAYER PER PALLET	4
CASES PER PALLET	28

## THE PACKAGING INCLUDES:

- Dragon-embossed glass bottle
- Bespoke oak frame with runic writing
- Booklet