

PRESS RELEASE



YOU CAN NEVER BE TOO GENEROUS

ANTHON BERG SINGLE MALT SCOTCH COLLECTION A NEW CONCEPT OF LIQUEUR-FILLED CHOCOLATES WHICH IS ENTIRELY IN A LEAGUE OF ITS OWN

QUOTES:

"By launching the Single Malt Scotch Collection we are speaking directly to the consumer who wants not only a high-quality product, but is seeking to engage in a unique product experience. By adding a high-profile branded whisky concept to the international scene, our product range is even more in line with the market trends which drive sales"

*André Haunsø Kampmann
- Senior Brand Manager,
Anthon Berg International*

Anthon Berg is taking the Liqueur-filled chocolate category to a whole new level. We are immensely proud to present a unique new concept of the world-famous Liqueur-filled chocolates - The Single Malt Scotch Collection.

Anthon Berg has teamed up with five of the world's most renowned Single Malt Scotch Whisky brands and created a unique tasting experience in this exquisite collection.

The Single Malt Scotch Collection is the perfect masculine product which oozes superiority in the uncompromising quality of the whisky as well as the chocolate. The product is targeted at the general connoisseur, the whisky aficionado or the man who likes to offer something out of the ordinary to his friends.

Superior Food Pairing of Chocolate and Single Malt Scotch Whisky

As the undisputed global leader of the Liqueur-filled chocolate bottles, Anthon Berg wants to sweep the consumers off their feet and invite them to embark on a food-pairing journey by combining 50% premium dark chocolate with five diverse Single Malt Scotch Whiskies, ranging from the smooth and naturally rich and pleasurable warming, through the massively peat-smoky and dry. Five Single Malt Whiskies spread out widely on the flavour map, but all distilled, matured and bottled in Scotland.



FOR FURTHER INFORMATION PLEASE CONTACT:

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SINGLE MALT SCOTCH COLLECTION

QUOTES:

"Our Liqueur-Filled Chocolate Bottles are driving sales better than ever in Travel Retail, and the forecasts show no sign of that curve breaking. With every line extension and new product launch, sales have settled on top of existing sales. Also with this new launch, we expect to see a rising sales curve as Travel Retail figures on Single Malt Whisky speak for themselves"

*Peter Dige
- Travel Retail Director*

All of the above can be attributed to Travel Retail Director - Peter Dige

Launch Date: March 15th, 2019.
Net Wt: 230g / 8.1oz
Content: 15 pcs.

Tapping into the Whisky Trend

Launching a chocolate box containing exclusively Single Malt Scotch Whiskies is taking the concept of liqueur-filled chocolates to a whole new level. - And taking the consumer on a tasting journey is pure added value to the product.

The concept taps right into the current trend of Whisky – the spirit with the biggest value in sales worldwide. Diving deeper into the trend, we have chosen only Single Malt Whiskies – the crown jewels of Whiskies. And, finally, we are emphasizing the whisky aficionado trend even more by presenting only Scotch brands in the box.

An Exclusive Product on Shelf

The smoky dark grey box with hot foil gold writing and décor accentuates the exclusivity of the product and draws attention to the window at the front of the box, revealing the five different gold foil-wrapped chocolate bottles with miniature original whisky brand labels on the front. A subtle map of Scotland is shown on the inside of the box lid to unveil the concept of the tasting tour to the consumer.

This is a product which is highly and equally relevant for gifting, sharing and self-consumption.



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SINGLE MALT SCOTCH COLLECTION

A Journey Through the Scotch Whisky Regions

The tasting journey takes the consumer through the heartland of Scotland's whisky production in Speyside through the Highlands to the rugged Isles of the western coastline. Five Single Malt Whiskies spread out widely on the flavour map, but all distilled, matured and bottled in Scotland.



The Singleton of Dufftown Single Malt Scotch Whisky 12 yr. 40%:

This smooth, naturally rich Single Malt Scotch Whisky has sweet fruity notes and a lingering, pleasurable warmth. Perfectly balanced and smooth, and aged 12 years in European and American oak casks.



Dalwhinnie Highland Single Malt Scotch Whisky 15 yr. 43%:

The Dalwhinnie is characterized by smooth, soft and lasting flavours of heather-honey sweetness and vanilla, followed by deeper citrus fruit flavours and hints of malted bread. A Single Malt which has won more than 15 prestigious international awards over the past decade.



Oban Single Malt Scotch Whisky 14 yr. 43%:

This West Highlands Single Malt Whisky has a palate of mouth-filling late autumn fruits - dried figs and honey-sweet spices; followed by a smoky malty dryness.



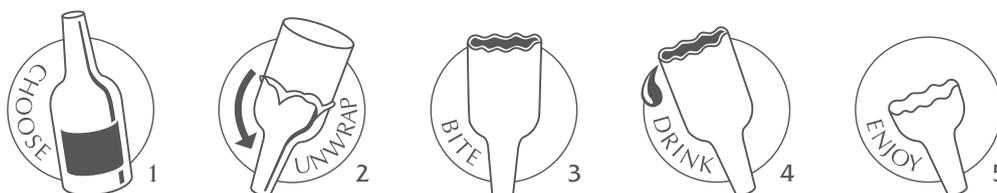
Talisker Single Malt Scotch Whisky 10 yr. 45.8%:

A classic Island Single Malt Whisky from the oldest distillery on Skye. The Talisker 10 yr. offers a rich dried-fruit sweetness, clouds of smoke, strong barley-malt flavours, warming and intense. Peppery at the back of the mouth.



Lagavulin Islay Single Malt Scotch Whisky 16 yr. 43%:

This much sought-after Single Malt is known for dry peat smoke that fills the palate with a gentle but strong sweetness, followed by sea and salt with touches of wood.



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