



Media Contact USA: Manuela Savona
Savona Communications | 917.969.1275
manuela@savonacommunications.com

**Auchentoshan® Lowland Single Malt Scotch Whisky
And The United States Bartenders' Guild Presents
THE AUCHENTOSHAN SWITCH
A Trans-Continental Bartender Swap**

Two Lucky Bartenders "SWITCH" Places and Travel Across The Pond For A Working Stint At A Top Bar in London and New York City

A Once-In-A-Lifetime Chance To Experience Each Other's Cocktail Culture Firsthand



Glasgow, Scotland (July 2011) - Have you ever dreamt about switching jobs for a week? Taking a spot behind the rail of a legendary bar an ocean away and immersing yourself in its culture? Perhaps you can, if you are a bartender in the US or the UK. [Auchentoshan® Lowland Single Malt Scotch Whisky](#), the only triple-distilled Scottish single malt, has launched a bartender talent search like no other to find two outstanding barkeeps in the US and the UK ready to switch places and switch countries for two weeks. Presenting [The Auchentoshan Switch](#).

The road to get there will be exactly the same in each country – first, contestants must enter a video of themselves making a homemade lemonade and an Old Fashioned cocktail with [Auchentoshan Three Wood](#). Next, 20 semi-finalists will travel to Las Vegas (and London in the UK) to enter the showdown hosted by the United States Bartenders' Guild (USBG) where the top bartender will be named. Auchentoshan has partnered with two of the most outstanding bars in each country to act as the host venues for the final two bartenders

in New York and London. The Auchentoshan Switch is open to all licensed bartenders in the US and UK (see terms & conditions for complete information).

Bartenders can enter their videos from July 1 to August 31 at www.auchentoshan.com/switch. The Las Vegas and London showdown will take place in October 2011 and the actual switch will take place in early 2012.



VIDEO ENTRY. Entering the Auchentoshan Switch requires a video and two drinks, specifically a lemonade and an Old Fashioned made with Auchentoshan Three Wood, a liquid of unique complexity that has rested in three different types of casks – first in American Bourbon then to Spanish Oloroso Sherry and finally in Pedro Ximenez Sherry – before being bottled, giving it a unique complexity. Bartenders who wish to enter must film themselves (no need for Oscar level movies here, a smart phone will do) making these two drinks (p.s., the lemonade will show their knowledge of the sweet/sour balance). Contestants should be as engaging as they dare to captivate the judges’ attention. Videos can be no longer than four minutes and must be received by August 31, 2011 via www.auchentoshan.com/switch.

WHAT HAPPENS NEXT. Once the entry period is over, judges in both countries will meticulously review all videos and choose their top 20 semi-finalists. These bartenders will be invited to attend a one-day final round hosted by USBG in Las Vegas in October 2011 where the top bartender will be determined.

THE SWITCH. The Switch takes place in early 2012 when the winning American bartender will spend two weeks at the famed London bar 69 Colebrooke Row, while the winning British barkeep will get to spend his or her two weeks at a well known bar in New York City. 69 Colebrooke Row is home to the Drinks Factory, one of the only bar-related drinks labs in the world. There they will become incorporated into the daily bar procedures as well as visiting producers and sourcing quality ingredients. In NYC, the UK bartender will work at one of the hottest cocktail bars in Gotham’s underground scene. We’re not revealing the name of the bar just yet, but with no menus here, bartenders cook up individually prescribed concoctions according to their customer’s mood. Here the presentation of the cocktail is as dramatic as the cocktail itself. The winner will be part of both a theater of performance and a chemistry lab at the same time. And yes, there will also be some time for sightseeing as well.

“As Auchentoshan Three Wood continues to grow in popularity with bartenders, it’s great to be able to give something back to this community,” says Hannah Fisher, brand manager for Auchentoshan. “This once in a lifetime experience is a first and we’re excited to see the results and proud to be working with two of the best bars in the world.”

For more information, terms and conditions and to enter Auchentoshan Switch, please visit www.auchentoshan.com/switch. May the videotaping begin!

Media Contacts

US: Manuela Savona, Savona Communications, Manuela@savonacommunications.com, 917.969.1275

UK: DK Cheung, Margaret PR, dk@margaretlondon.com, 011 44 7876 494 692

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The Auchentoshan Distillery

The Auchentoshan distillery was founded in 1823 on the Auchentoshan Estate at the foot of the Kilpatrick Hills overlooking the River Clyde. In 1934, as the city built up around the distillery, the staff celebrated the launches of the RMS Queen Mary and the RMS Queen Elizabeth ocean liners, with Auchentoshan as the toasting dram. Years later, in the course of two terrible nights in March 1941, Clydebank was systematically destroyed by enemy action during World War II. Miraculously, Auchentoshan distillery was one of the seven properties in the area that remained unharmed, however more than 1 million liters of whisky were lost. A bomb crater behind the distillery now forms the pond for the cooling water. Today, Auchentoshan is one of only three distilleries still operating in the Lowlands and produces the same unpeated style Scotch as it did back in 1823. Auchentoshan is the only distillery in Scotland dedicated to triple distillation, offering consumers an accessible single malt that's smooth and easy to drink. Its fusion of Lowland heritage and modern sensibility makes this versatile whisky an international award winner.

ABOUT UNITED STATES BARTENDERS' GUILD (USBG) (www.usbg.org)

The United States Bartenders' Guild is an organization of beverage professionals dedicated to the continued refinement of our craft. Such refinement is achieved through advanced product education; original hand crafted cocktail competitions; and aggressive involvement with other professionals in the beverage industry throughout the country and internationally. It is our intention, desire and main focus to become the most skilled, knowledgeable and professional group of bartenders in the industry. With the resurgence and ever increasing popularity of the cocktail, there is a high demand for creative and professional bartenders. As an industry leader the USBG is responsible for raising the bar and creating new trends to keep our competitive edge. The USBG is currently in the following locations: Atlanta, Austin, Boston, Chicago, Cincinnati, Connecticut, Denver, Hawaii, Houston, Las Vegas, Los Angeles, Miami, Milwaukee, New Orleans, New York, North Texas, Northern California, Oregon, Philadelphia, Phoenix, Rhode Island, San Diego, St. Louis, Tampa Bay.

ABOUT 69 COLEBROOKE ROW – LONDON (www.69Colebrookerow.com)

Tucked away off the Islington Green end of Essex Road, 69 Colebrooke Row bears an impressive pedigree. Opened in mid 2009, it's the brainchild of Tony Conigliaro, widely acknowledged as one of the UK's pioneering drinks creators. The tiny space, with a capacity of only 40 people, is identifiable only by a lantern and has no name at all. Entry is via video entryphone, booking by phone, text or email only. When you step inside, the interior blends 1950s Italian café style with a film noir feel: large ceramic sinks behind a wooden bar add a touch of old Berlin.

ABOUT AUCHENTOSHAN SINGLE MALT SCOTCH WHISKY

The award winning [Auchentoshan](#) portfolio includes Auchentoshan Classic, 12 Year Old, Three Wood, 18 Year Old and the limited release 21 Year Old, in addition to select vintage, limited edition releases. Auchentoshan is available nationwide in the U.S and in more than 45 countries worldwide. The Auchentoshan portfolio is imported to the U.S. by Skyy Spirits, LLC. Auchentoshan recently relaunched its website at www.auchentoshan.com. Join the Auchentoshan conversation on [Facebook](#).

ABOUT SKYY SPIRITS, LLC

The eighth-largest spirits company in the US, [Skyy Spirits](#), LLC is a wholly owned subsidiary of Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), together with its affiliates [Gruppo Campari](#). Launched in 1992 with the introduction of its flagship brand, SKYY® Vodka, Skyy Spirits has grown exponentially, building a portfolio unrivaled in its quality, innovation and style, making it a top choice among distributors, retailers and consumers. Skyy Spirits manages Gruppo Campari's portfolio in the US with such leading brands as SKYY® Vodka, SKYYgo®, All Natural SKYY Infusions®, Campari®, Wild Turkey® Straight Kentucky Bourbon, American Honey®, Russell's Reserve®, Glen Grant® Single Malt Scotch Whisky, Cabo Wabo® Tequila, Espolón® Tequila, Ouzo 12®, X-Rated® Fusion Liqueur®, Frangelico®, Carolans Irish Cream®, Irish Mist® Liqueur and Jean-Marc XO Vodka®. Skyy Spirits is also the exclusive US distributor of The Glenrothes® Single Malt Scotch Whisky, Bowmore® Islay Single Malt Scotch Whisky, Auchentoshan® Lowland Single Malt Scotch Whisky, Glen Garioch® Highland Single Malt Scotch Whisky, Flor de Caña® Rum, Midori® Melon Liqueur, Hibiki® Whisky and The Yamazaki® Single Malt Whisky. Skyy Spirits was founded and is headquartered in San Francisco, California. More information on the company can be found at www.skyyspirits.com, www.facebook.com/skyyspirits, Twitter: [@SkyySpirits](#) and www.camparigroup.com. Please enjoy Skyy Spirits brands responsibly and in moderation.