



WEE SMOKY SALES NOTES

SINGLE GRAIN SCOTCH WHISKY. FINISHED IN PEATED CASKS

TASTING NOTES:

SWEET, FRUITY, WITH A MELLOW SMOKY FLAVOUR

KEY DIFFERENTIATORS:

1. A BARTENDER'S BEST FRIEND! **ADD A SUBTLE SMOKY NOTE TO YOUR FAVOURITE COCKTAIL.**
2. GRAIN WHISKY IS SMOOTHER THAN MALT WHISKY AND WON'T OVERPOWER THE COCKTAIL – OR THE CUSTOMER.
3. FRESH AND INCLUSIVE BRAND IDENTITY, DESIGNED TO BRING CREATIVITY TO A DUSTY OLD CATEGORY.

TARGET MARKET:

- MILLENNIAL COCKTAIL LOVERS (AGED 25-40)
- MASTER MIXOLOGISTS
- MORE INVITING TO WOMEN & FIRST-TIME WHISKY DRINKERS
- FORMER VODKA DRINKERS, GRADUATING TO WHISKY

WHISKY. REMIXED.

MANHATTAN TWIST

2 SHOTS OF WEE SMOKY

1 SHOT OF RED VERMOUTH

DASH OF BITTERS

SHAKE OVER ICE

GARNISH WITH MARASCHINO CHERRY

SMOKY PALOMA

50ML OF WEE SMOKY

60ML OF PINK GRAPEFRUIT JUICE

10ML LIME JUICE

10ML AGAVE SYRUP

SHAKE OVER ICE

SERVE IN A SALT-RIMMED GLASS

TOP UP WITH SODA WATER

BRAW BRAMBLE

2 SHOTS OF WEE SMOKY

1 SHOT OF LEMON JUICE

1 TEASPOON OF SUGAR

BLEND WITH A HANDFUL OF STRAWBERRIES

SHAKE OVER ICE

WHISKY SOUR

50ML OF WEE SMOKY

35ML OF FRESH LEMON JUICE

12.5ML OF SUGAR SYRUP

HALF AN EGG WHITE

SHAKE OVER ICE

GARNISH WITH A TWIST OF LEMON

TRY WEE SMOKY AS A **TWIST ON OLD CLASSICS**. SUCH AS A 'SMOKY MARY'. 'WEE'SPRESSO MARTINI' OR A 'DARK & SMOKY'
PAIRS BEAUTIFULLY WITH FLAVOURED TONICS FOR A **REFRESHING SUMMER HIGHBALL** SERVE.

WEE
SMOKY
SINGLE G
SCOTCH W