Islay Whisky Wins Superior Taste Award

An Islay Scotch whisky has been awarded exceptional status by Michelin and Gault et Millau rated tasters.

The Organic, a single malt whisky from the Bruichladdich Distillery, was the only spirit in the Superior Taste Awards 2011 to be given the maximum 3 star rating.

Referred to as "The Michelin Guide of Food & Drink", the Superior Taste Awards is judged by a panel of 120 professional members of the European food and drink industry.

Organised by the International Taste and Quality Institute, judges are chosen for their talents as chefs or sommeliers as recognised by Michelin and Gault Millau, and their extensive tasting experience.

No other spirit has been rated as high over the last four years.

Exceptional products with 90% and more of total marks
Remarkable products with marks between 80% and 90%
Notable tasting products with marks between 70% and 80%

Notes to Editors

iTQi is the organisation that gathers the largest number of international professional tasters.

iTQi holds physical-chemical tests with accredited laboratories in order to check that the products are technically sound and will be of the same high quality when they reach the consumer.

Evaluation Results

The Organic

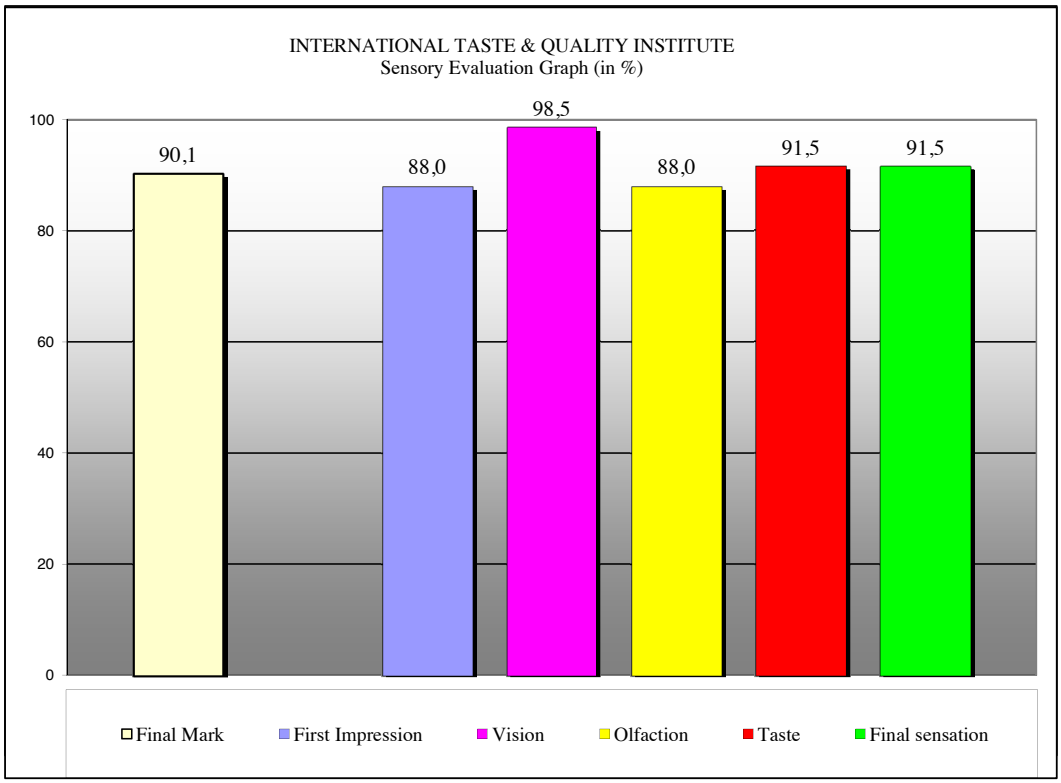
by

Bruichladdich Distillery

Superior Taste Award 2011

with

3 Stars



The Final Mark is the result of a weighted average calculation

Brussels, April 22, 2011

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