

# PENDERYN

DISTILLERY

**PENDERYN PRESS PACK JULY 2023**



## PENDERYN WHISKY: 100 YEARS IN THE MAKING

Penderyn Whisky is made at the Penderyn Distillery which is located on the southern foothills of the famous Brecon Beacons National Park, north-west of Cardiff, and north-east of Swansea. Penderyn opened a new distillery in Llandudno, Lloyd St in North Wales in May 2021. A 3rd distillery opened at Swansea Copperworks in June 2023.

*Small stills existed in Wales in the 4th century, but the last whisky officially distilled in Wales was produced by the original, but short-lived Welsh Whisky Company at the Frongoch Distillery in Bala, North Wales, which closed in the early 1900s. Other notable characters in Wales' whisky past include David Lloyd George, the only Welsh Prime Minister of Great Britain, who introduced the '3 year/1 day' rule for whisky maturing; and Evan Williams (from Dale in Pembrokeshire) who was one of the founders of the American Bourbon industry.*

The idea for Penderyn was conceived by a group of friends sitting around a pub table in The Glancynon Inn in nearby Hirwaun, who decided to re-introduce the lost art of whisky distilling to Wales when they bought an un-commissioned whisky still designed by Dr David Faraday, a descendant of the famous Victorian scientist, Michael Faraday.

Their dream was to create a world class single malt whisky.



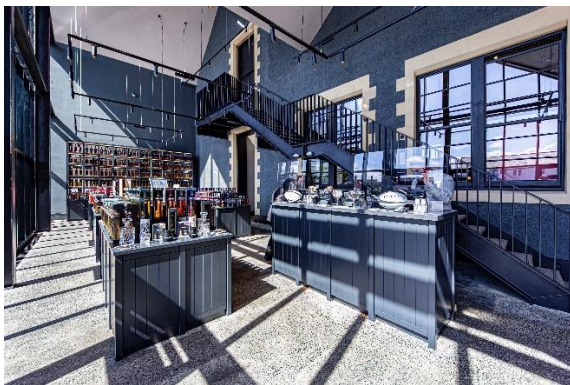
On Thursday 14 September 2000 the first distillation was carried out. The whisky is distilled in a unique single column Faraday still, producing a flavourful spirit at 92% abv which is married with water from the Brecon Beacons. The late great Master Distiller Dr Jim Swan came on board in 2002 and his vision helped create Penderyn's unique style.

Penderyn Whisky was launched in the presence of HRH Prince Charles on St David's Day, 2004.

Penderyn is an independent distillery, employing around 100 dedicated craftsmen, staff and professionals and has around 60 shareholders. It is now one of the most influential Welsh exports, respecting the long heritage of whisky production and combining this with an innovative approach to distilling, marketing and branding. Former Wales Government First Minister Carwyn Jones described Penderyn as '*...one of the great Welsh manufacturing success stories of recent times.*'

## **PENDEYRN LLOYD ST LLANDUNDO**

Penderyn opened its new distillery in Llandudno (LL30 2YG) on May 17<sup>th</sup> 2021. It houses an exhibition area, shop, tasting bar and the distillery hall contains our unique Faraday Still. For the first time, Penderyn will use Peated Barley.





## **PENDEYRN SWANSEA COPPERWORKS**

Penderyn opened a new distillery in Swansea (SA1 2LQ) in June 2023. The Copperworks powerhouse contains the distillery hall, and the right-hand side building contains the shop, bar and exhibition area.



## **DISTRIBUTION**

Penderyn is available from all UK multiples and fine wine and spirit merchants; and online from [www.penderyn.wales](http://www.penderyn.wales), and other major online retailers.

Half bottles, miniatures, gift packs, merchandise and accessories are also available.

Penderyn is now exported to over 50 countries.

*From Wales to the world...*

## **OUR PROCESS**

### **SPIRIT**

Penderyn whisky is distilled from a high-quality malted barley wash which we produce on site in our mash tun. The new whisky spirit is produced from this barley wash in our unique Faraday still. The still produces a high quality and flavourful whisky spirit at up to 92% alcohol by volume. As of 2014 we have two such stills, and a pair of lantern stills.

This format is in Swansea as well. We have a single Faraday Still in Llandudno.



### **WATER**

The whisky spirit is married with water from the Brecon Beacons. The distillery lies within the bounds of the Fforest Fawr National Geopark, one of only 53 Geoparks across the globe – areas designated by UNESCO as exhibiting, '*geological heritage of great significance*'. The area is known for its mountains, farmland and waterfalls.

At Llandudno we will use water from a chamber underneath the Great Orme, which was formerly for use by the lighthouse. In Swansea we use water from Dan-yr-Ogof caves.



## **AGEING**

Initial ageing is in ex-bourbon oak casks, sourced from the best Tennessee and Kentucky distilleries. Most casks come from Buffalo Trace, widely recognised as one of the finest bourbons in the world. Our distilling team nose and score each individual cask over many years. At precisely the right time the whisky is disgorged and re-casked into ex-Madeira barriques. Penderyn has a special relationship with one of the finest cooperages, which only supply the very best Madeira houses. (We also use Peated, Sherrywood, Red Wine, Portwood and other casks.) Slowly, the spirit will leach the Madeira (and other finishes) from the oak, gaining increased subtlety and complexity. It is only when this process is complete that our distillers allow the spirit to be bottled.

## **BRANDING**

The design of the bottles and the company's branding is given precise attention. Penderyn Director Glenn Tutssel, one of the UK's eminent alcohol branding designers, heads up the design team. Sadly, Glenn died in 2019. Our 46% abv 'Gold' range incorporates the Welsh Gold theme in its new bespoke bottles. In 2015 we launched a new range of 41% abv single malts – the 'Dragon' range – featuring a specially commissioned new illustration of the classic Welsh dragon. This nod towards a classic Welsh icon was in response to some of our international trade partners who were aware of Wales' iconic national flag.





## PENDERYN MADEIRA FINISH – OUR ‘HOUSE’ STYLE

*‘The original Penderyn has been aged in ex-bourbon barrels and finished in ex-Madeira wine casks to bring out its full golden character. At a generous 46% ABV, it has a classic freshness with aromas of cream toffee, rich fruit and raisins. The palate is crisp and finely rounded, with the sweetness to balance an appetising dryness. Notes of tropical fruit, raisins and vanilla persist in the finish. The unique distillation process produces a single malt whisky that is supremely smooth, light in character, softly golden in colour and does not require chill filtering.’*

**Dr Jim Swan**





# Recent Whisky Awards

## 2023

Madeira	USC Awards	<b>Finalist</b>
Rich Oak	USC Awards	<b>Gold</b>

## 2022

Madeira	Spirits Business World Whisky Masters	<b>Gold</b>
Legend	Spirits Business World Whisky Masters	<b>Gold</b>
Myth	Spirits Business World Whisky Masters	<b>Gold</b>
Celt	Spirits Business World Whisky Masters	<b>Gold</b>
Rich Oak	San Francisco World Spirits	<b>Double Gold</b>
Celt	San Francisco World Spirits	<b>Double Gold</b>
Madeira	San Francisco World Spirits	<b>Gold</b>
Portwood	San Francisco World Spirits	<b>Gold</b>
Myth	San Francisco World Spirits	<b>Gold</b>
Hiraeth	New Wizards of Whisky	<b>Gold</b>
Portwood	New Wizards of Whisky	<b>Gold</b>

## 2021

Rich Oak	Drinks Business Asia Winter Tasting 2021	<b>Gold</b>
Myth	Drinks Business Asia Winter Tasting 2021	<b>Gold</b>
Rich Oak	New York World Wine & Spirits Competition	<b>Double Gold</b>
Sherrywood	New York World Wine & Spirits Competition	<b>Double Gold</b>
Myth	New York World Wine & Spirits Competition	<b>Gold</b>
Faraday	Spirits Business Travel Retail Masters	<b>Gold</b>
Legend	The Fifty Best World Whiskies	<b>Double Gold</b>
Madeira	Spirits Business World Whisky Masters	<b>Gold</b>
Peated	Spirits Business World Whisky Masters	<b>Gold</b>
Sherrywood	Spirits Business World Whisky Masters	<b>Gold</b>
Portwood	Spirits Business World Whisky Masters	<b>Gold</b>
Rich Oak	Spirits Business World Whisky Masters	<b>Gold</b>
Myth	Spirits Business World Whisky Masters	<b>Gold</b>
Rhiannon	Spirits Business World Whisky Masters	<b>Gold</b>
Celt	Ultimate Spirits Challenge (Finalist)	<b>95/100</b>
15yo Bourbon Single Cask	Whisky Advocate (US only)	<b>95/100</b>
13yo Rich Oak Single Cask	Whisky Advocate (US only)	<b>93/100</b>
Jim Murray's Whisky Bible	18 x Liquid Gold Awards (see attached sheet)	

## 2020

Madeira Single Cask	Jim Murray's Whisky Bible 2020 - European Whisky of the Year	<b>Winner</b>
Peated	San Francisco World Spirits	<b>Double Gold</b>
Portwood	San Francisco World Spirits	<b>Gold</b>
Rich Oak	San Francisco World Spirits	<b>Gold</b>
Madeira	Spirits Business World Whisky Masters	<b>Gold</b>
Peated	Spirits Business World Whisky Masters	<b>Gold</b>
Myth	Spirits Business World Whisky Masters	<b>Gold</b>
Celt	Spirits Business World Whisky Masters	<b>Gold</b>
Moscatel Small Batch	Spirits Business World Whisky Masters	<b>Gold</b>

## 2019

Sherrywood	San Francisco World Spirits	<b>Gold</b>
Portwood	IWSC	<b>Gold</b>
Rich Oak	IWSC	<b>Gold 95/100</b>
Portwood SC	IWSC	<b>Gold</b>
Portwood	Whiskies of the World	<b>Gold (Best in class)</b>
Madeira	Ultimate Spirits Challenge	<b>Very good 88/100</b>
Legend	Ultimate Spirits Challenge	<b>Very good 88/100</b>
	Worldwide Whisky	
	Worldwide Whisky	
	Worldwide Whisky	
	Barrel Finished Non-Age Statement	
	World Whisky	
	World Whisky	

Sherrywood  
Rich Oak  
Rhannon

Ultimate Spirits Challenge  
Spirits Business Design & Packaging  
Spirits Business Design & Packaging

World Whisky

**Very good 85/100**  
**Master**  
**Gold**

**Awards pre-2018 not included.**

## BESPOKE BOTTLE

On Sept 24<sup>th</sup> 2017 we launched our bespoke new bottle at Whisky Live in Paris. It was designed by Glenn Tutssel, whose design credits include Peroni and Johnny Walker. To see a video of Glenn (pictured below) explaining his design, please search, '**Youtube Penderyn Bottle**'.



## OUR WHISKIES - DRAGON RANGE

*The Red Dragon is the national flag of Wales and the Royal Welsh badge bears the motto, 'Y ddraig goch ddyry cychwyn', which translates as 'The red dragon inspires action.' It features in ancient Welsh tales and was the battle standard of legendary Welsh princes. Welshman Henry Tudor took the flag to Bosworth, where, in 1485, he became the last king of England to be crowned on the battlefield.*



### Legend

A Madeira-finish single malt whisky, bottled at 40% abv (43% in the USA)

### Tasting Notes

Nose: Aromas of fresh apples and citrus fruits intermingle with cream fudge and sultana raisins to create a complex yet fresh, clean and well-balanced whisky.

Palate: Incredibly smooth and both fresh and rich dried fruits abound. Delicate and sweet on the palate with just a hint of bitterness to remain refreshing.

Finish: A long aftertaste of Madeira cake and sultanas.

*2022 Spirits Business World Whisky Masters - Gold  
2021 The Fifty Best World Whiskies – Double Gold  
2018 Spirits Selection by Concours Mondial – Gold  
2018 World Whisky Masters Europe Premium – Gold  
2018 San Francisco World Spirits – Silver*



### Myth

A single malt whisky matured in a range of specially selected ex-red wine and ex-bourbon casks, bottled at 40% abv (43% in the USA)

### Tasting Notes

Nose: Fresh and lively, Myth has mixed citrus fruits mingling with apple, pear drops and the merest hint of tropical fruits.

Palate: Sweetness dominates then moves over to allow some refreshing bitterness to emerge while the mixed fruits continue to dominate the flavour.

Finish: Gradually all the flavours ebb away to leave memories of a lively and light style of whisky that is easy to drink.

*2022 San Francisco World Spirits Competition - Gold  
2022 Spirits Business World Whisky Masters - Gold  
2021 Drinks Business Asia Winter Tasting – Gold  
2021 New York World Wine & Spirits – Gold  
2021 Spirits Business World Whisky Masters - Gold  
2020 Spirits Business World Whisky Masters - Gold*



## Celt

A single malt whisky finished in ex-peated quarter casks, bottled at 40% abv. (43% in the USA)

### Tasting Notes

**Nose:** Mild aromas of peat smoke, early morning at the rocky seaside and warm marmalade on toast all compete for our attention.

**Palate:** It begins with great sweetness before the smoky, slightly medicinal flavours descend.

**Finish:** Slight bitterness follows that leaves a long and lingering freshness in the mouth.

*2022 San Francisco World Spirits Competition – Double Gold*

*2022 Spirits Business World Whisky Masters - Gold*

*2021 Ultimate Spirits Challenge – 95/100*

*2020 Spirits Business World Whisky Masters - Gold*

*2018 Spirits Selection by Concours Mondial – Gold*

*2018 World Whisky Masters Europe Premium – Gold*

*2016 World Whisky Masters Europe Premium – Gold*

## OUR WHISKIES - GOLD RANGE

*Welsh Gold is extremely rare, pure and precious and was worn by legendary Welsh princes. Our Gold Range reflects those qualities.*



## Madeira

This whisky is the original Penderyn 'house style', aged in ex-bourbon barrels and finished in ex-Madeira wine casks to bring out its full gold character. It is bottled at 46% abv.

### Tasting Notes

**Nose:** A classic freshness with aromas of cream toffee, rich fruit and raisins.

**Palate:** Crisp and finely rounded, with the sweetness to balance an appetising dryness.

**Finish:** Notes of tropical fruit, raisins and vanilla persist.

**Balance:** Oaky vanilla tones/dry sweetness

*2023 USC – Finalist*

*2022 Spirits Business World Whisky Masters – Gold*

*2022 San Francisco World Spirits Competition - Gold*

*2021 Spirits Business World Whisky Masters - Gold*





## Portwood

This Portwood-finish whisky is a firm favourite among our customers in France and a real attention grabber. It is bottled at 46% abv.

### Tasting Notes

**Nose:** Aromas of rich dried fruits with dark chocolate and cranberries; a hint of toasty oak mingles with a baked nutty dryness  
**Palate:** A creamy richness with some honey and spiced notes emerging  
**Finish:** Smooth with a soft oak and honey sweetness lingering gently on the tongue  
**Balance:** Rich wood/chocolate & dry fruits

*2022 San Francisco World Spirits Competition – Gold*  
*2021 Spirits Business World Whisky Masters - Gold*  
*2020 San Francisco World Spirits - Gold*  
*2020 Whiskies of the World Barrel Finished Non-Age Statement -Gold (Best in class)*



## Rich Oak

A new addition to our Gold Range following on from the success of Rich Oak Single Cask and 50% bottlings, this whisky is finished in the finest rejuvenated European ex- wine casks and bottled at 46%.

### Tasting Notes

**Nose:** Dark chocolate fudge with cinnamon and pepper spices, followed by lush fruit – green apples, mango, banana and guavas.  
**Palate:** Rich and complex. A creamy texture with hints of vanilla, oak and cinnamon, and a hint of nutty toffee.  
**Finish:** A creamy-vanilla flavour which is in no rush to ebb away

*2023 USC – Gold*  
*2022 San Francisco World Spirits Competition – Double Gold*  
*2021 Drinks Business Asia Winter Tasting – Gold*  
*2021 New York World Wine & Spirits Competition - Double Gold*



## Sherrywood

The Penderyn Sherrywood in this bottle has been aged in ex-bourbon barrels and ex-Oloroso sherry casks to bring out its rich fruity flavour.

### Tasting Notes

Nose: aromas of dark fruit and rich toffee mingle with green apples and hazelnuts to create a deeper mystery

Palate: rich sweetness gives way to refreshing dryness

Finish: sweet notes of toffee and sultana persist in the long finish

Balance: Sherry and oak/winter spices

*2021 New York World Wine & Spirits Competition - Double Gold*

*2021 Spirits Business World Whisky Masters - Gold*

*2020 San Francisco World Spirits - Gold*

*2019 San Francisco World Spirits Competition – Gold*



## Peated

This whisky has a delicate spirit with a medium peaty character and a light golden tone. It is bottled at 46% abv.

### Tasting Notes

Nose: It introduces itself with sweet, aromatic smoke. Under this, there are signature notes of vanilla, green apple and refreshing citrus

Palate: An array of gentle flavours tempts even the most sophisticated palate

Finish: Smoke and vanilla linger on the attractive medium-length finish.

Balance: Light smoke/citrus fruitiness

*2021 Spirits Business World Whisky Masters - Gold*

*2020 San Francisco World Spirits - Double Gold*

*2020 Spirits Business World Whisky Masters - Gold*

*2018 IWSC Worldwide – Gold (Outstanding 93/100)*

## OUR WHISKIES - ICONS OF WALES



### #8 – Hiraeth

The 8<sup>th</sup> in our Icons of Wales Edition commemorates the wonderful Welsh word, 'Hiraeth', and was launched in January 2022. Difficult to translate into English; some say it means 'yearning' or 'homesickness', but the BBC's Roy Noble summed it up very nicely as: "a longing for your homeland, your heritage and your very being". This whisky is an ex-Bourbon cask finish and is bottled at 46% abv. This is the first time Penderyn have released a core range single malt using mainly spirit from the pot stills, which we introduced in 2014.

(Watch Sir Bryn Terfel, Aaron Ramsey, Bonnie Tyler and more describing what 'Hiraeth' means to them by going to [www.hiraeth.live](http://www.hiraeth.live). Penderyn will make a contribution towards Llamau and Hafal charities from every bottle of Hiraeth sold.)

#### Tasting Notes

Nose: Elegant and floral with light oak notes, vanilla, raisins, toffee apples, citrus peel and a hint of lime.  
Palate: A delicate smooth single malt with honeyed fruits, vanilla, cinnamon spice and a hint of nutmeg. Finish: Soft honey and vanilla notes fade to a malty finish.

*2022 New Wizards of Whisky - Gold*

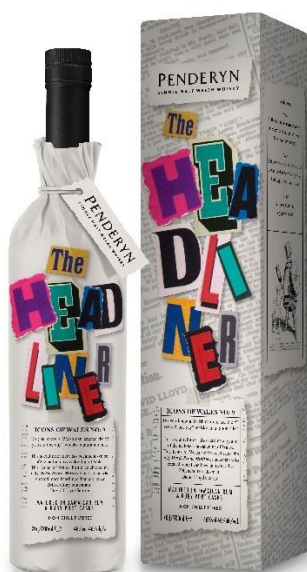
### #9 – The Headliner

The 9th in Penderyn's Icons of Wales Edition whiskies is called The Headliner. The only Welsh Prime Minister, David Lloyd George (1863-1945), was a social reformer and accidentally established the premium whisky industry. He became a symbol of the national reawakening of Wales, and created more headlines than any other 20th century statesman.

This 70cl bottle has an abv of 46%, and is matured in Jamaican Rum & Ruby Port Casks.

#### Tasting Notes

Nose: Red berries, strawberries and cream; a hint of cranberries, light oak and vanilla. Nutmeg and cinnamon spice. Palate: Rich sweet flavours of dried fruits, salted caramel, floral honey and a spicy kick of black pepper with a tannin dryness. Finish: Sweetness, fading into a dry-yet-fruity finish.





## #10 – YMA O HYD

The 10th in Penderyn's Icons of Wales Edition whiskies is called YMA O HYD. This is a patriotic anthem, written by Dafydd Iwan, and has been adopted by the Red Wall (Welsh football supporters). This whisky is produced in partnership with FA Wales as their official whisky for the Wales campaign at the World Cup in 2022.

This 70cl bottle has an abv of 43% and is matured in American Rye Casks.

### Tasting Notes

Nose: Fragrant, floral with baking spices, toffee, caramel, baked apples and pears. Palate: Smooth with notes of sweet caramel, sultanas, baked apples with cinnamon; pepper & oak spices with a hint of ginger & cloves. Finish: A caramel sweetness with herbal notes and peppery spices.

## OUR WHISKIES - LIMITED EDITIONS & SINGLE CASK

Our Distillery Manager, Laura Davies and our Blender, Aista Juknevičiute (both of whom trained under the expert direction of Dr Jim Swan), occasionally select one or two of the very best Penderyn single cask whiskies as outstanding examples of our world class single malt whisky.

Our single cask whiskies are normally presented in handmade oak boxes and can be individually numbered and/or signed by a senior member of the Penderyn team. The current range can be seen [here](#).

*Two of our 2021 single casks for the US market – a 15yo Bourbon Single Cask gained a mark of 95/100 in the Whisky Advocate Magazine and a 13yo Rich Oak Single Cask achieved 93/100*





## THE DISTILLING TEAM

The distilling team at Penderyn comprises Laura Davies & Aista Phillips (who trained under the expert direction of Master Distiller, Dr Jim Swan\*), Bethan Lewis and Martyn Harrington.

Dr Swan was involved with Penderyn Distillery since 2002 and was charged with creating the unique style of Penderyn single malt. Jim was a consultant to the worldwide drinks industry and assisted in the quality aims of blue-chip brewers, winemakers, distillers and cooperages as well as several small producers in five continents.

*\*Sadly, Dr Jim Swan died on the 14<sup>th</sup> February 2017.*

(1st pic – L-R: Aista Phillips, Dr Jim Swan, Laura Davies) and Bethan Lewis, 2nd pic – centre)



# SPIRITS



## Brecon Gin

This is a fine quality distilled gin using botanicals from the four corners of the world and bottled at Penderyn Distillery using water from the Brecon Beacons National Park.

### Tasting Notes

Taken neat, Brecon Gin is a big traditional juniper, laced with coriander and revealing hints of spicy cinnamon. Add a mixer and the citrus freshness of oranges and lemons appear with nutmeg, liquorice and angelica in a supporting role. The characteristic flavours go well with tonic, ice and lemon on a warm summer's day but Brecon's traditional heritage is equally at home besides a roaring fire on a cold night and will bring back memories of long hot summers past.

*2021 Spirits Business Gin Masters - Master*

*2020 Spirits Business Gin Masters - Gold*

*2017 Spirits Business Gin Masters – Gold*



## Brecon Botanicals Gin

Made from our own recipe, combining a specially selected range of botanicals and the best pure grain spirit, this super-premium gin is produced in small batches using only the finest ingredients.

### Tasting Notes

The nose is a rich complex of fresh juniper, followed quickly by coriander and a complexity of gin flavours. Hints of citrus mingle with oriental spices. On adding a mixer, the citrus, lemon, orange – and even bergamot – open out, as do hints of cinnamon, cloves and even saffron. A medium-length finish leaves you ready for the next mouthful.

*2021 Drinks Business Asia Winter Tasting – Gold*

*2021 Spirits Business Gin Masters - Gold*

*2018 Spirits Business Gin Masters - Gold*

*2018 Spirits Selection by Concours Mondial- Gold*

*2017 Spirits Selection by Concours Mondial- Gold*

*2017 Gin Guide People's Choice Award*



## Brecon Gin – Rhubarb & Cranberry

This gin is based on our Brecon Special Reserve gin (which won a Master at the 2021 Spirits Business Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

A burst of tangy rhubarb blends with bittersweet cranberry to give a fresh and fruity gin. Aromas of juicy grapefruit and fresh strawberries swirl on the nose, while juniper mingles with coriander and sweet orris root in the mouth, leaving a dry lingering finish.

Best served with ice and chilled tonic water. Garnish with frozen strawberries and cucumber.

*2020 World Gin Awards Welsh Flavoured – Winner*

*2020 Spirits Business Global Gin Masters - Silver*



## Brecon Gin – Rose Petal

This gin is based on our Brecon Special Reserve gin (which won a Master at the 2021 Spirits Business Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

Rose petal and strawberries married with tart fresh raspberries and juniper. Hints of liquorice and angelica root swirl, whilst spicy cinnamon and coriander aromas blend with refreshing notes of sunny citrus fruits.

Best served with ice and chilled tonic water. Garnish with a slice of pink grapefruit and fresh mint leave

*2021 Spirits Business Gin Masters - Gold*

## Brecon Gin – Chocolate Orange

This gin is based on our Brecon Special Reserve gin (which won a Master at the 2021 Spirits Business Gin Masters) and is bottled at 37.5% abv.

### Tasting Notes

Rich velvety chocolate swirls around this gin. Powdery cocoa and silky vanilla succumb to zesty, sweet orange bursts and an unmistakeably full-bodied juniper, Dry cassia bark balanced with smooth fresh cream lingers in the mouth. Best served with ice and chilled tonic water. Garnish with cinnamon and a twist of orange.

*2022 IWSC (96/100) - Gold*

*2021 Spirits Business Gin Masters - Gold*

*2020 Spirits Business Global Gin Masters – Gold*

*2019 Spirits Business Design & Packaging -Gold*



## FIVE Vodka

FIVE is a premium 43% abv vodka made with using water from the Brecon Beacons National Park. It is distilled five times for maximum purity. Vodka may be charcoal filtered but FIVE is so pure it doesn't need any further filtration.

### Tasting Notes

FIVE gains a smooth fruit twist when we add a hint of barley spirit from our unique Penderyn still.

*2021 Spirits Business Vodka Masters - Master*

*2018 World Vodka Awards – UK Pure Neutral Category – Winner*

*2017 International Spirits Challenge – Gold*

*2016 International Wine & Spirits Awards – Silver*







## Merlyn Cream Liqueur

Merlyn is a magical creation of the purest spirit and the finest cream from the land of legends.

### Tasting Notes

**Nose:** Rich, warming creamy texture and fudge toffee is overlaid with the tingling aroma of fresh clean spirit. Vanilla, hints of banana and exotic fruits – and even rose petals – all linger gently in the background. **Palate:** In the mouth the fruits are more intense and intermingle with the vanilla. **Finish:** The combination of fresh cream and complex spirit produces a mysterious depth which is difficult to describe but encourages the next mouthful.

*2021 World Liqueur Awards – Best Welsh Cream*

*2018 World Liqueur Awards – UK Cream Liqueur – Winner*

*2016 International Wine & Spirits Awards – Silver*



## Siddiqui Rums

Siddiqui Brown Rum is a spirit that ‘Sips like a whisky and parties like a rum’, and tastes like no other spirit. It has a distinctive whisky-like smoky and oaky note, but it is rounded with a short finish as you’d expect from a quality rum.

Siddiqui White Rum is sweet, smooth, very drinkable and an ideal platform for cocktails

(Penderyn have partnered up with California-based Siddiqui Rums Corporation, to produce and distribute Siddiqui Rums for international markets.)

*2022 Spirits Business Rum and Cachaça Masters Brown Rum – Masters*

*2021 Spirits Business Rum and Cachaça Masters – White Rum – Gold*

## BRECON BEACONS VISITOR CENTRE

Penderyn Distillery opened its doors in June 2008 with the launch of a purpose-built Visitor Centre. The Distillery is located in the spectacular Brecon Beacons National Park.

Guests can take a journey through the history of single malt whisky making in Wales, learn how Penderyn is produced and enjoy a selection of Penderyn products in our well-stocked bar.

Open all year round, the award-winning Visitor Centre is one of South Wales's top attractions. It has won a Trip Advisor Certificate of Excellence.

Penderyn also offers expert-led Masterclasses, where small groups are guided through an unforgettable whisky experience which includes a tour of the facilities, an interactive explanation of whisky production and, of course, an in-depth tasting session.

For more information, go to: [www.penderyn.wales/visit/](http://www.penderyn.wales/visit/)



## KEY WELSH WHISKY DATES

### **4th century**

Archaeology suggests there were small stills throughout Wales

### **1705**

Evan Williams a founding father of the Kentucky Bourbon Whiskey Company, arrives in the US after leaving his home in Dale, Pembrokeshire.

### **1889**

A distillery opens in Frongoch, Bala, North Wales. Closed by 1903.

### **1916**

Welsh-born Prime Minister David Lloyd-George brings in legislation stating that whisky must be stored in a barrel for 3 years and a day. This was to try and get rid of private stills, but inadvertently helped create the premium whisky industry (See middle picture on following page)

### **1st March 2004**

Penderyn Single Malt Whisky launched by His Royal Highness Prince Charles, The Prince of Wales, on 1st March 2004

### **1st March 2005**

Penderyn launched in London

### **9th November 2005**

Penderyn released in the US in New York

### **1st October 2007**

Launch of Merlyn, Brecon Five Vodka, Brecon Special Reserve Gin

### **June 2008**

The Penderyn Distillery opens to the public

### **March 2013**

The new stills and mash tun arrive

### **7th April 2015**

The inaugural Penderyn Music Book Prize winner announced: [www.penderynprize.com](http://www.penderynprize.com)

### **June 2016**

Announcement of a planned 2<sup>nd</sup> Penderyn Distillery at the historic Copper Quarter in Swansea. Investigations also begin into building a 3<sup>rd</sup> distillery in Llandudno, North Wales

### **September 2017**

New Penderyn bottle launched at Whisky Live Paris

### **25th December 2017**

Penderyn named as Theresa May, the UK Prime Minister's favourite Christmas drink

### **Sept 2020**

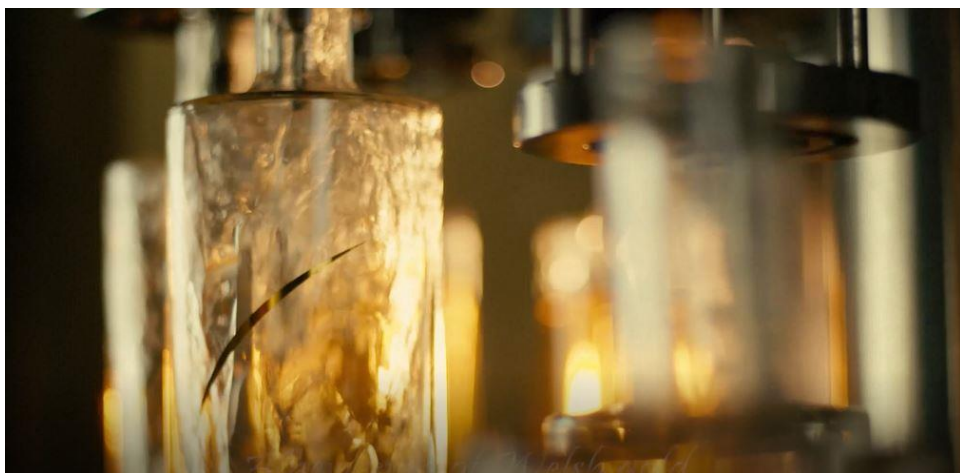
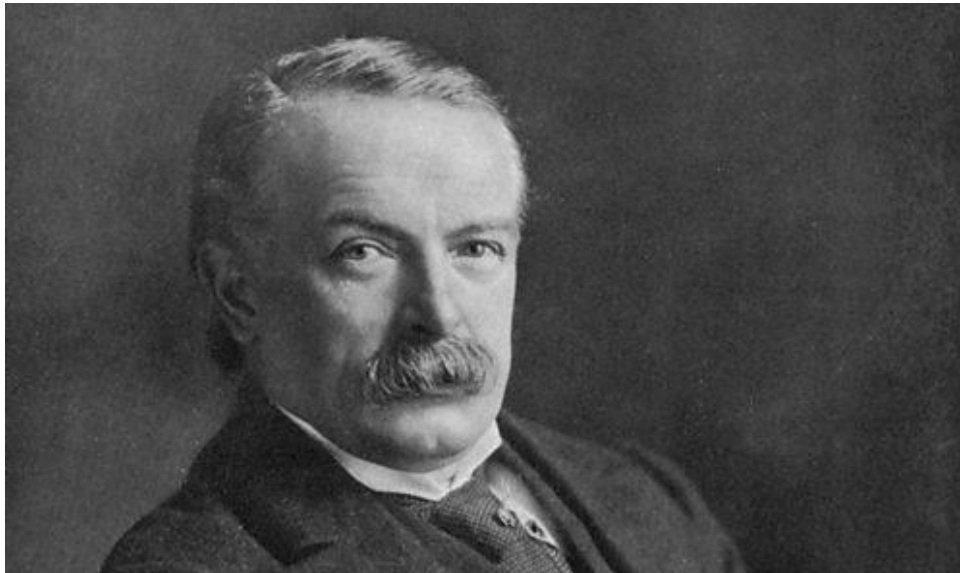
A record year for sales, with a profit over £1,000,000

### **May 2021**

Penderyn Llandudno Distillery opens.

### **June 2023**

Swansea Copperworks Distillery opens

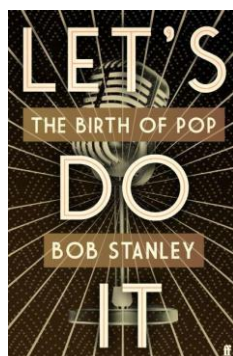




# The Penderyn Music Book Prize

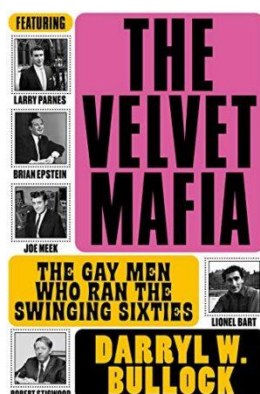
For more info go to [www.penderynprize.com](http://www.penderynprize.com)

2023 Bob Stanley



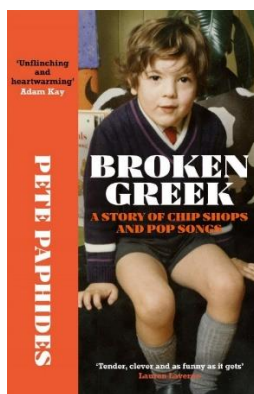
2022

Darryl W. Bullock



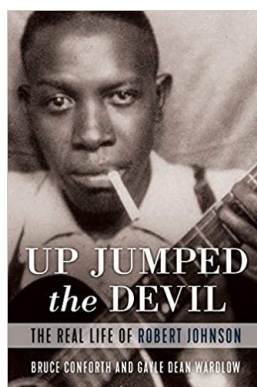
2021

Pete Paphides



2020

Gayle Dean  
Wardlow & Bruce  
Conforth



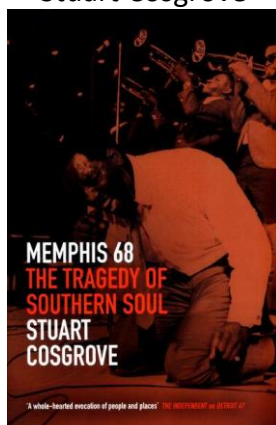
2019

Shirley Collins



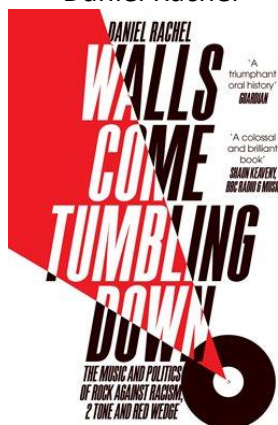
2018

Stuart Cosgrove



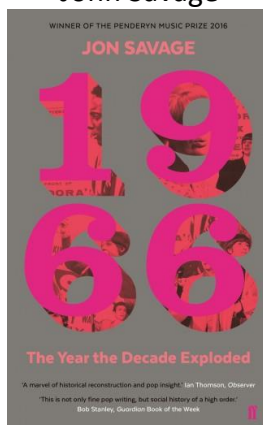
2017

Daniel Rachel



2016

John Savage



2015

Mark Lewisohn



## SOCIAL MEDIA

We are very active on social media and news and updates are posted on Facebook, Instagram and Twitter regularly.

We also have a Youtube channel on which we have posted many self-generated videos.

*Simply look up 'Penderyn Distillery' and your social media platform of choice.*



Here are our news stories since January 2022.  
For earlier news stories, or to keep up to date please go here:  
[News - Penderyn](#)

**USC Awards  
(30<sup>th</sup> June 2023)**

**<https://www.penderyn.wales/2023/06/30/penderyn-madiera-gains-a-gold-medal-and-is-a-finalist-in-usc-awards/>**

**Brexit Trade Deal - Australia  
(1<sup>st</sup> June 2023)**

**<https://www.penderyn.wales/2023/06/01/uks-first-post-brexit-trade-deals-to-go-live-at-midnight-on-wednesday-pr-from-uk-government/>**

**Penderyn in John Lennon Airport  
(1<sup>st</sup> June 2023)**

**<https://www.penderyn.wales/2023/06/01/penderyn-welsh-whisky-lands-at-liverpool-john-lennon-airport/>**

**Swansea Copperworks Distillery Handover  
(10<sup>th</sup> May 2025)**

**<https://www.penderyn.wales/2023/05/10/cheers-penderyn-distillery-is-handed-keys-to-its-new-swansea-location/>**

**Edinburgh Whisky Academy Launches Flagship Diploma in Penderyn  
(12<sup>th</sup> April 2012)**

**<https://www.penderyn.wales/2023/04/12/edinburgh-whisky-academy-takes-flagship-single-malt-diploma-to-penderyn-brecon-beacons-distillery-in-june-2023/>**

**Bob Stanely wins Penderyn Music Book Prize  
(11<sup>th</sup> April 2023)**

**<https://www.penderyn.wales/2023/04/11/bob-stanley-wins-penderyn-music-book-prize-2023-for-his-book-lets-do-it/>**

**Visit Wales Gold Award for Llandudno  
(8<sup>th</sup> February 2023)**

**<https://www.penderyn.wales/2023/02/08/going-for-gold-penderyn-claim-their-first-big-awards-win-of-2023/>**



**Penderyn Launches NFT**

**(6<sup>th</sup> Febraury 2023)**

<https://www.penderyn.wales/2023/02/06/welsh-whisky-producer-penderyn-mints-25-unique-nfts-for-authenticity-and-ownership-of-its-20-year-old-whisky-penderyn-served-at-rise-by-barclays-for-fintech-community-in-old-street-lond/>

**Penderyn Music Book Prize Long List Announced**

**(26<sup>th</sup> January 2023)**

<https://www.penderyn.wales/2023/01/26/penderyn-music-book-prize-2023-longlist-announced/>

**Penderyn Wins FDEA Alcoholic Exporter of the Year**

**(5<sup>th</sup> January 2022)**

<https://www.penderyn.wales/2023/01/05/penderyn-wins-alcoholic-drinks-exporter-of-the-year-at-the-fdea-export-awards-2022/>

**Stephen Davies on Talk TV**

**(29<sup>th</sup> September 2023)**

<https://www.penderyn.wales/2022/11/29/stephen-davies-penderyns-ceo-on-talk-tv/>

**Llandudno wins Customer Excellence Award**

**(16<sup>th</sup> November 2022)**

<https://www.penderyn.wales/2022/11/16/its-gold-for-penderyn-distillery-llandudno/>

**Madeira Gift Set Launched**

**(10<sup>th</sup> November 2022)**

<https://www.penderyn.wales/2022/11/10/whisky-to-beat-the-winter-chills-penderyn-unwraps-fantastic-christmas-gift-set/>

**Penderyn Celebrate Official Whisky for the Welsh FA at the World Cup**

**(9<sup>th</sup> November 2022)**

<https://www.penderyn.wales/2022/11/09/the-dragons-have-the-spirit-of-wales-behind-them/>

**Penderyn Press Stories, inc. Swansea Clock Tower**

**(3<sup>rd</sup> November 2022)**

**<https://www.penderyn.wales/2022/11/03/penderyn-swanea-clock/>**

**Penderyn Travel Retail Expanding**

**(2<sup>nd</sup> November 2022)**

**<https://www.penderyn.wales/2022/11/02/penderyn-travel-retail/>**

**Penderyn in Qatar**

**(31<sup>st</sup> October 2022)**

**<https://www.penderyn.wales/2022/10/31/penderyn-involved-in-food-drink-reception-to-mark-the-world-cup/>**

**Penderyn The Headliner Launched**

**(23<sup>rd</sup> September 2022)**

**<https://www.penderyn.wales/2022/09/23/top-of-the-broadsheets-penderyn-announces-the-headliner-whisky-to-celebrate-three-years-and-one-day-rule/>**

**Latest Press Stories**

**(22<sup>nd</sup> September 2022)**

**<https://www.penderyn.wales/2022/09/22/latest-pendeyrn-press/>**

**Penderyn in China**

**(20<sup>th</sup> September 2022)**

**<https://www.penderyn.wales/2022/09/20/the-welsh-dragon-has-been-welcomed-in-for-a-wee-dram-by-the-chinese-dragon-%ef%bf%bc/>**

**Penderyn Icons Of Wales Press Release – YMA O HYD**

**(24<sup>th</sup> August 2022)**

**<https://www.penderyn.wales/2022/08/24/press-release-yma-o-hyd-penderyns-sporting-salute-in-the-shape-of-a-world-cup-whisky/>**

**Penderyn Launches Icons Of Wales – YMA O HYD**

**(22<sup>nd</sup> August 2022)**

**<https://www.penderyn.wales/2022/08/22/penderyn-launches-icons-of-wales-10-yma-o-hyd/>**

**Penderyn Present at Twinning**

**(15<sup>th</sup> August 2022)**

**<https://www.penderyn.wales/2022/08/15/penderyn-present-at-twinning-of-llandudno-and-champery/>**

**Latest Press Stories**

**(5<sup>th</sup> August 2022)**

**<https://www.penderyn.wales/2022/08/05/latest-press-stories/>**

**Four Gold Medals from Spirits Business**

**(2<sup>nd</sup> August 2022)**

**<https://www.penderyn.wales/2022/08/02/four-new-gold-medals/>**

**Stephen Davies, Penderyn's CEO on Sky News**

**(19<sup>th</sup> July 2022)**

**<https://www.penderyn.wales/2022/07/19/stephen-davies-penderyns-ceo-on-sky-news/>**

**A Brief History of Welsh Whisky**

**(29<sup>th</sup> June 2022)**

**<https://www.penderyn.wales/2022/06/29/a-brief-history-of-penderyn-and-welsh-whisky/>**

**Penderyn is Wales Business of the Year at the 2022 Wales Business Awards**

**(10<sup>th</sup> June 2022)**

**<https://www.penderyn.wales/2022/06/10/penderyn-is-wales-business-of-the-year-at-the-2022-wales-business-awards/>**

**Penderyn Llandudno Celebrates its 1st Birthday!**

**(7<sup>th</sup> June 2022)**

**<https://www.penderyn.wales/2022/06/07/penderyn-llandudno-celebrates-its-1st-birthday/>**

**Penderyn in Forbes**

**(1<sup>st</sup> June 2022)**

**<https://www.penderyn.wales/2022/06/01/penderyn-in-forbes-2/>**

**Penderyn in Patagonia**

**(25<sup>th</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/25/penderyn-in-patagonia/>**

**Penderyn in Forbes**

**(21<sup>st</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/21/penderyn-in-forbes/>**

**Whisky Exchange Top 10 Whiskies for May**

**(21<sup>st</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/21/portwood-whisky-exchange/>**

**Penderyn in USA's Whisky Advocate**

**(21<sup>st</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/21/penderyn-whisky-advocate/>**

**Portwood in The Independent**

**(21<sup>st</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/21/portwood-independent/>**

**From Wales to the world!**

**(21<sup>st</sup> May 2022)**

**<https://www.penderyn.wales/2022/05/21/world-whisky-day-2022/>**

**Alun 'The Glan' Evans, Dr Jim Swan and Glenn Tutssel – Three People who made  
Penderyn what it is today**

**(16<sup>th</sup> April 2022)**

**<https://www.penderyn.wales/2022/04/16/alun-evans-dr-jim-swam-and-glenn-tutssel-three-people-who-made-penderyn-what-it-is-today/>**

**Penderyn Wins Double Golds and Golds at Prestigious San Francisco World Spirit  
Awards 2022**

**(13<sup>th</sup> April 2022)**

**<https://www.penderyn.wales/2022/04/13/penderyn-wins-double-golds-and-golds-at-prestigious-san-francisco-world-spirit-awards-2022/>**



**Darryl W. Bullock wins Penderyn Music Book Prize 2022 for his book, 'The Velvet Mafia'**

**(30<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/30/darryl-w-bullock-wins-penderyn-music-book-prize-2022-for-his-book-the-velvet-mafia/>**

**Penderyn wins 6 Golds and a Commended (in World Distiller of the Year) in New Wizards of Whisky Awards 2022**

**(30<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/30/penderyn-wins-6-golds-and-a-commended-in-world-distiller-of-the-year-in-new-wizards-of-whisky-awards-2022/>**

**Two Forbes Articles featuring Penderyn**

**(25<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/25/two-forbes-articles-featuring-penderyn/>**

**Brecon Chocolate Orange Gin wins a Gold at the IWSC 2022 awards, with a score of 96/100**

**(22<sup>nd</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/22/brecon-chocolate-orange-gin-wins-a-gold-at-the-iwsc-2022-awards-with-a-score-of-96-100/>**

**The Penderyn Music Book Prize 2022 Shortlist**

**(22<sup>nd</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/22/the-penderyn-music-book-prize-2022-shortlist/>**

**Penderyn on The Great British Menu**

**(10<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/10/penderyn-on-the-great-british-menu/>**

**Sidduqi Brown Rum (produced by Penderyn) wins a Master at the Spirits  
Business Rum and Cachaca Awards 2022**

**(10<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/10/sidduqi-brown-rum-produced-by-penderyn-wins-a-master-at-the-spirits-business-rum-and-cachaca-awards-2022/>**

**Penderyn featured in Stills Crazy Magazine**

**(10<sup>th</sup> March 2022)**

**<https://www.penderyn.wales/2022/03/10/penderyn-featured-in-stills-crazy-magazine/>**

**Penderyn Llandudno Lloyd St Distillery on BBC's The Apprentice**

**(11<sup>th</sup> February 2022)**

**<https://www.penderyn.wales/2022/02/11/penderyn-llandudno-lloyd-st-distillery-on-bbcs-the-apprentice/>**

**Penderyn Swansea Copperworks Distillery Update**

**(27<sup>th</sup> January 2022)**

**<https://www.penderyn.wales/2022/01/27/penderyn-swanea-copperworks-distillery-update/>**

**Penderyn Launches Two New Limited Edition Whiskies**

**(27<sup>th</sup> January 2022)**

**<https://www.penderyn.wales/2022/01/27/penderyn-launches-two-new-limited-edition-whiskies/>**

**Icons of Wales #8 - Hiraeth - Launched**

**(27<sup>th</sup> January 2022)**

**<https://www.penderyn.wales/2022/01/27/icons-of-wales-8-hiraeth-launched/>**

**Penderyn support Trade Negotiations in India**

**(14<sup>th</sup> January 2022)**

**<https://www.penderyn.wales/2022/01/14/penderyn-support-trade-negotiations-in-india/>**

**Penderyn Mentioned in Bloomberg Business**

**(7<sup>th</sup> January 2022)**

**<https://www.penderyn.wales/2022/01/07/go-to-the-meet-the-makers-in-wales-section/>**

**For press enquiries please contact:**

**Jon Tregenna**

**[Jon@penderyn.wales](mailto:Jon@penderyn.wales)**

**07702 088 298**

*Thank you*

*Diolch yn fawr*

**www.penderyn.wales**