

Royal Salute:

Rich Traditions In Sport & Celebration

BY HEATHER BUCHANAN

ONCE UPON A TIME IN A REMOTE PART OF THE SCOTTISH HIGHLANDS, A MASTER DISTILLER OF FINE SCOTCH WHISKY WAS INSPIRED BY A YOUNG QUEEN TO CREATE A SPECIAL BLEND FIT FOR ROYALTY.





Prince Harry

Sam Bronfman set out in June of 1953 to commemorate the Coronation of Her Majesty Queen Elizabeth II, marking a new phase in history as the first televised broadcast, ushering in a modern era. Both Queen Elizabeth II and the fine whiskeys of Royal Salute have aged gracefully together. Sam would descend into his vault in the Strathisla Distillery, the oldest working distillery in the Highlands, to create the BLEND, a mix of precious whiskeys aged at least 21 years bottled in a beautifully crafted flagon, to become known as Royal Salute.

Only three subsequent Master Blenders have heralded the brand since then. The portfolio now includes the flagship 21 Years Old (in honor of the reverent 21 Gun Salute), The Eternal Reserve, the Diamond Tribute, the 38 Years Old Stone of Destiny and the 62 Gun Salute which is blended from whiskeys selected by each of the four Master Blenders since the brand's creation and is aged at least 40 years. Master Blender Colin Scott even created a Royal Salute Tribute to Honour to pay tribute to the Honours of Scotland, the oldest crown jewels in the British Isles.

Only twenty one porcelain decanters were made, encrusted with over 400 diamonds and priced at \$200,000 per bottle. The Royal Salute whisky is so coveted that the precious drops which evaporate from the oak casks are referred to as, "The Angel's Share."

The brand is steeped in royal tradition so it was a natural fit to be associated with the sport of kings: Mathieu Deslandes, Royal Salute Marketing Director comments,



“ POLO IS A NOBLE GAME OF HONOUR, SKILL, INTEGRITY AND RESPECT - ALL VALUES INHERENT IN ROYAL SALUTE, THE 'KING OF WHISKY.'”

Royal Salute is a major sponsor of polo tournaments and has Malcolm Borwick, former captain of the England Polo Team, as its World Polo Ambassador. Through its Royal Salute World Polo platform the brand has sponsored some of the most prestigious events across the globe such as British Polo Days played around the world, the Royal Salute



Coronation Cup at the Guards Polo Club in Windsor Great Park and the special Sentebale Royal Salute Polo Cup which was held in Singapore last June. Prince Harry played in the match to raise funds for his charity, Sentebale.

Last year was the seventh consecutive year of the partnership between Sentebale and Royal Salute. To date the event has raised over £4.5million for Sentebale's work providing care, education and critical psychosocial support to children and adolescents coming to terms with living with HIV in Lesotho and Botswana, two countries with the world's second and third highest infection rates and where the burden of the HIV epidemic remains. Royal Salute's current Master Blender, Sandy Hyslop, even created a special Royal Salute 21 Year Old Polo Edition blend last year, designed to be the ultimate celebration of the Sport of Kings from the "King of Whisky." The blend is lighter in texture, tone and taste making it the perfect accompaniment for prestigious outdoor sporting occasions such as polo.

With tasting notes for their editions such the Diamond Tribute which include: rich creamy toffee flavours intermingled with juicy moist raisins and a finish which is very long and sweet with a luscious warmth, it seems fit for a king... or queen, or for those whose tiaras may be invisible.

www.royalsalute.com



Brand Ambassador
Malcolm Borwick

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