

FAMOUS SINCE 1824

*Muirhead's*

SCOTCH WHISKY



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MUIRHEAD'S

BLUE SEAL

BLENDED  
SCOTCH WHISKY



# Muirhead's



## Brand History

Muirhead's Scotch Whisky was first produced by Charles Muirhead and Sons, a whisky and wine merchant based in Edinburgh.

Charles Muirhead and sons was founded in 1824, and had its offices at 186 Commercial Street close to the port of Leith in the city of Edinburgh. Initially a wine merchant, the company soon branched out to become blenders and exporters of Scotch whisky, under their flagship brand Muirhead's Blue Seal.

In the 1920's the company was acquired by Macdonald & Muir Distillers, better known today under the name of the Glenmorangie Company.

In addition to the Muirhead's blue seal standard blended scotch whisky, a number of premium blended whiskies were also produced under the Gold Label, Silver Label or Old Maturity brands.

Muirhead's Blue Seal grew to become a household name in many markets around the world. The brand was widely distributed in the 20<sup>th</sup> century in South America, the USA, Africa, the Middle East and Europe.

In 2008 Muirhead's Scotch Whisky was acquired by another independent family distiller, also owner of the Tullibardine Highland Single Malt Distillery, and the brand is today distributed in over 30 markets around the world, both under the Muirhead's Blue Seal range of blended whiskies, and the Silver Seal range of Highland single malt whiskies.

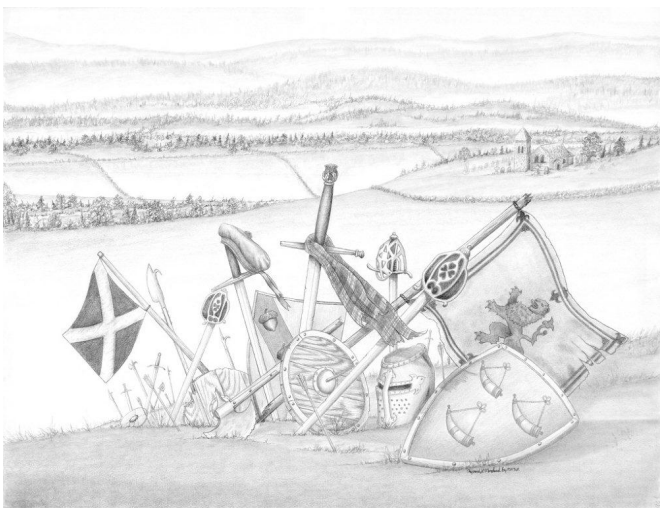
# Muirhead's



The brand has always maintained a close relationship to the Muirhead's Clan. The history of the clan can be traced far back in Scottish History. The name Muirhead's means "Head of the Moor" or "Highest Point of the Moor" in Gaelic.

One of the most famous moments of the Muirhead's Clan was when the clan was acting as the Royal bodyguard of King James IV at the battle of Flodden Field in 1513, on Branxton Moor. The battle opposed the Scots against the English. This was one of the most disastrous battles in Scottish History. The king along with thousands of Scots perished, including John Muirhead the laird of the Clan, and 200 of the Clansmen, after bravely defending their king to the end.

Auxilio Dei, "By the Help of God" is the Clan Slogan.



# Muirhead's



We select only the finest whiskies for bottling under the Muirhead's brand. Having first been matured in American oak casks, this fantastic Highland Single Malt Scotch Whisky has been finished in Sherry casks in our warehouses for at least an additional eighteen months.



## Tasting Notes

**Aroma** Freshly baked biscuits with delicate aromas of dried almonds and liquorice. Adding water releases a glorious array of scented grassy meadows, delicate dried spice and waxy orange peel.

**Flavour** Malted biscuits with hints of sherried fruit all combine with delicate flavours of spiced Seville oranges and a nutty aftertaste which lingers softly on the tongue.

# Muirhead's



Blended Scotch Whisky distilled and aged in oak casks in Scotland for a minimum of **3** years



## Tasting Notes

<b>Aroma</b>	Crisp Grain with hints of apple and toffee.
<b>Flavour</b>	Mouth watering and fatty, crisp clean flavours can be detected of light fruit and floral notes.

## Technical Sheet

<b>Bottle</b>	750ml – Dim: Ø 73 x 296mm – Weight: 1.05kg Screw cap - ABV: 40°ALC.BY VOL.
<b>Case</b>	12 x 750ml- 306 x 231 x 310 mm – 12.8 kg
<b>Pallet</b>	5 layers of 15 cases – Weight: 986 kg Dim: VMF1200 x 1000 mm -
<b>UPC code bottle:</b>	<b>783103823201</b>
<b>UPC code case:</b>	<b>10783103823208</b>

# Muirhead's



Blended Scotch Whisky distilled and aged in oak casks in Scotland for a minimum of **3** years



## Tasting Notes

<b>Aroma</b>	Crisp Grain with hints of apple and toffee.
<b>Flavour</b>	Mouth watering and fatty, crisp clean flavours can be detected of light fruit and floral notes.

## Technical Sheet

<b>Bottle</b>	1750ml – Dim: Ø 128 x 294 mm – Weight: 2.88kg Screw cap - ABV: 40°ALC.BY VOL.
<b>Case</b>	6 x 1750ml- 398 x 240 x 314 mm – Weight: 17.5kg
<b>Pallet</b>	5 layers of 11 cases – Weight: 986kg Dim: VMF1200 x 1000 mm -
<b>UPC code bottle:</b>	<b>783103821016</b>
<b>UPC code case:</b>	<b>10783103821013</b>

# Muirhead's

## SILVER SEAL

### MATURITY



*Highland Single Malt Scotch Whisky distilled and aged in oak casks in Scotland*

“Old Maturity” was one of the first brand names used by Charles Muirhead when he set up his business in 1824. The name was used in recognition of the quality of the casks which he chose for the maturation of his single malt whiskies, and also the length of time that the whiskies were kept in his warehouses prior to bottling. Today we carefully select only whiskies from our finest oak casks, which have been matured to perfection in our warehouses, to be bottled as “Maturity”. This ensures that we continue to respect the tradition created by Charles Muirhead over a century ago.



#### Tasting Notes

<b>Aroma</b>	Delicate and sweet with notes of barley and pear drops
<b>Flavour</b>	Elegant and extremely well balanced with hints of vanilla and creamy chocolate marrying well with the oak tannin.
<b>Finish</b>	Long and sweet

#### Technical Sheet

<b>Bottle</b>	750ml – Dim: Ø 76 x 308 mm – Weight: 1.28kg - Cork - ABV: 40°
<b>Tube</b>	Dim 80 x H 317 mm – Weight: 1.411 kg
<b>Case</b>	6 x 750ml - 263 x 175 x 318 mm – 9,2 kg
<b>Pallet</b>	5 layers of 19 cases – Weight: 896 kg Dim: VMF 1200 x 1000 mm
<b>Bar code bottle:</b>	083103823196

# Muirhead's

## SILVER SEAL



Highland Single Malt Scotch Whisky distilled and aged in oak casks in Scotland for a minimum of **12** years

The Silver Seal range of Muirhead's Single Malts is a superbly packaged range of top quality Single Malts, specially selected by our master distiller.

A perfect introduction to the world of Single Malt Whisky, Muirhead's is proud to accompany you on the journey of discovery of the mystical world of Scotch Whisky.



### Tasting Notes

<b>Aroma</b>	Soft, sweet and delicate with clean floral notes.
<b>Flavour</b>	Well rounded and elegant. Floral notes with a nutty sweetness.
<b>Finish</b>	Long and elegant with mellow tones

### Technical Sheet

<b>Bottle</b>	750ml – Dim: Ø 76 x 308 mm – Weight: 1.28kg - Cork - ABV: 40°
<b>Tube</b>	Dim: Ø 80 x H 317 mm – Weight: 1.411 kg
<b>Case</b>	6 x 750ml – Dim: 263 x 175 x 318 mm Weight: 9.2 kg
<b>Pallet</b>	5 layers of 19 cases – Weight: 896 kg Dim: VMF 1200 x 1000 mm
<b>Bar code bottle:</b>	08310 3823141



# Muirhead's

## SILVER SEAL



Highland Single Malt Scotch Whisky distilled and aged in oak casks in Scotland for a minimum of **16** years

The Silver Seal range of Muirhead's Single Malts is a superbly packaged range of top quality Single Malts, specially selected by our master distiller.

A perfect introduction to the world of Single Malt Whisky, Muirhead's is proud to accompany you on the journey of discovery of the mystical world of Scotch Whisky.



### Tasting Notes

#### Aroma

A rich and full nose, with a strong character, there are notes of dried fruit, chocolate and herbs.

#### Flavour

Sweet and exceptionally well rounded. toffee and barley sugar with a hint of smoke and peat.

#### Finish

Medium to long finish.

### Technical Sheet

#### Bottle

750ml – Dim: Ø 76 x 308 mm –

Weight: 1.28kg - Cork - ABV: 40°

#### Tube

Dim: Ø 80 x H 317 mm – Weight: 1.411 kg

#### Case

6 x 750ml – Dim: 263 x 175 x 318 mm –

Weight: 9,2 kg

#### Pallet

5 layers of 19 cases – Weight: 896 kg

Dim: VMF 1200 x 100 mm

UPC code bottle: 083103823158