



ANSWERS TO ALL OF YOUR FAMOUS GROUSE QUESTIONS

OUR PACKAGING

The pride of place on all our labels is taken by a very special bird, the Red Grouse (Latin name: *Lagopus lagopus scoticus*). It is a wild and free spirit of the magnificent mountains and heather clad glens of Scotland, and it was this charismatic national game bird that inspired Perth wine merchant, Matthew Gloag, to create the perfect dram for the growing number of sporting visitors to the Highlands. The whisky was as highly prized, beautifully coloured and unique as the red grouse itself, and so the Grouse Brand was born. Its distinctive first label was illustrated by Matthew's daughter, Phillippa, and it didn't take long for this whisky to gain such a reputation amongst the Victorian sportsmen and women that it was renamed The Famous Grouse.

I have a clear plastic fitment in the neck of the bottle of The Famous Grouse that I have purchased?

If you've found a plastic fitment in your bottle, don't panic - it is actually meant to be there and non-removable! Many European countries insist on these fitments to prevent the bottles being refilled and therefore ensuring that the bottles contain only The Famous Grouse at full strength.

To pour The Famous Grouse, tilt your bottle at 45 degrees/vertical and the whisky will begin to flow, although this will be at a slower rate than normal. But you can rest assured that what comes out is genuine Famous Grouse Finest Scotch Whisky.

SPONSORSHIP / RUGBY

We are proud to remain the official Spirit of Scottish Rugby, with our association with the Scotland team and international rugby.

THE FAMOUS GROUSE EXPERIENCE / DISTILLERY ENQUIRIES

Our spiritual home is The Famous Grouse Experience at Glenturret Distillery, The Hosh, Crieff, Perthshire, PH7 4HA (Tel: 01764 656565).

We're always happy to see you if you want to come and visit us. Our opening times are: Monday to Sunday, 10 a.m. - 6 p.m. (last tour 4.30 p.m.). The Distillery only closes on the 25th and 26th December.

SHOP ENQUIRIES

If you feel like shopping for The Famous Grouse items, but don't necessarily want to come all the way to Perthshire to see us, you can make purchases using your credit/debit card by calling the shop at The Famous Grouse Experience (direct tel. 01764 657025) or click on the link to our online shop on our website www.thefamousgrouse.com.

GROUSE THEME

The familiar plink plonk of The Famous Grouse theme had a curious birth. It began as a waltz of assorted whisky sounds. Clinking ice, cut glass, opening bottle tops, all were pressed into play. Even the sound of a muso rolling a smooth dram of the Famous Grouse around the soft palate.

This hit the right note. Gargling with the genuine article gave the composers a certain nonchalance. They dropped the oompah of waltz rhythm, and came up with a famous theme - that characteristic, plinky marimba sound with a gently falling minor motif. The rest is whisky history.

The grouse theme is usually heard in its original form. But listen carefully to the spots and you might catch composers from Vivaldi and Mendelssohn to Irving Berlin playing along in the illustrious company of The Famous Grouse.

OUR PRODUCT

How long exactly does the whisky mature in casks after the blending/marrying process? Is The Famous Grouse the only Scotch blend to do that?

We marry our blend for up to 6 months at 46%. This helps create the smooth character that our whisky is famous for. This creates greater stability and allows for a gentler filtration. The result is that we are able to maximise the flavours and texture of our whiskies.

Why is there no age statement on a bottle of The Famous Grouse?

Rather than restricting himself to a minimum age for the whisky, our master blender chooses and marries samples with the sole purpose of delivering the same high standard and consistency that regular drinkers of The Famous Grouse expect without question.

For example, in any one batch, a seven year old whisky could be the right one to go with a ten year old and a fifteen year old to create the unique Famous Grouse taste. Whereas in another batch, the ages might be different. We believe that having a minimum age is secondary to maintaining high levels of quality and consistency.

Will my bottle of The Famous Grouse improve or deteriorate with age?

The general consensus among whisky experts is that whisky will not deteriorate in any way if it is kept sealed in the bottle. Even once opened the only risk is from evaporation in the event of keeping the top off for any length of time! Although there is no deterioration, there is no benefit to the flavour of the whisky in keeping it a long time either. Maturation only happens whilst the whisky is in the cask and exposed to the atmosphere.

How should I store my bottle of whisky to avoid evaporation? Will washing round the cork help stop it?

The Famous Grouse is as easy to store as it is a pleasure to drink. While some people might tell you to wash around the cork in order to stop the cork drying out and therefore letting in any air, this really isn't necessary. Other people believe whisky needs to be kept on its side for the same reason - keeping the cork wet. Our whisky experts advise that neither of these methods is needed, as there should be enough natural evaporation from the whisky in the bottle to keep the cork moist.

How many calories/carbohydrates are there in a bottle of The Famous Grouse?

At bottle strength The Famous Grouse contains 225kCal per 100mls and as for carbohydrates, it contains just a trace.

There is no sugar in Scotch whisky, but the alcohol in any spirit at 40% alcohol by volume will contain about 220 kCal per 100ml. A 1 litre bottle would therefore contain approx. 2200 kCal.

Is The Famous Grouse suitable for vegetarians?

If in doubt you should always contact a medical practitioner, however there are no animal products used in our products, so The Famous Grouse is suitable for both vegetarians and vegans.

Does The Famous Grouse Scotch whisky contain allergens?

Scotch whisky does not contain allergens and currently has a temporary exemption from the EU allergen labelling regulations (as at July 2006).

The exemption only deals with distilled spirits - if something is added to the spirit, e.g. flavours and sugars to make a liqueur, it would need to be checked independently to confirm its allergen-free status.

But you can rest assured that The Famous Grouse Finest Scotch Whisky (blended and malt range) does not contain allergens.

Is The Famous Grouse suitable for somebody with a gluten allergy?

The simple answer is 'yes'. We are aware of the condition known as CELIAC disease, where a person cannot tolerate a protein called gluten found in many cereals. Whilst the raw material for The Famous Grouse production will include barley, maize and wheat there is no gluten in the finished product as it is removed at the distillation stage. For anyone allergic to oats, you can be assured that this cereal is not used in Scotch Whisky production.

There are no additives in The Famous Grouse other than Spirit Caramel, E150. The amount of spirit caramel we add is very small and has no discernible effect on the product's flavour or aroma. So why do we add it?

When we make our whisky, our focus is on taste and aroma. When those are just right, our whisky is ready to be bottled. But making whisky is not science. In the same way that a farmer cannot make all his apples grow to the same size and colour, we find that our whisky can vary in colour. That's why we add a small amount of spirit caramel to ensure that every bottle of The Famous Grouse has the same distinctive rich, golden colour that you expect.

We are permitted to add this dash of colour by the Scotch Whisky Act and our European multi-mandatory labels all state clearly that the product contains spirit caramel. Our UK-specific labels do not as there is no mandatory requirement at this time.

But we always advise that if you are in any doubt about an additive, you should consult your doctor, pharmacist or dietician.

THE FAMOUS GROUSE STATUETTES AND TROPHIES

We have statuettes suitable for engraving. Please see the order form.

All our statuettes are made to order and individually boxed.

The wooden base on the 6" statuette ideally takes an engraving plate 2cm high and 8cm across.

The wooden base on the 10" statuette ideally takes an engraving plate 2cm high and 10cm across.

The Famous Grouse Presentation Piece - Order Form

Code	Product	Price	Quantity Req'd	Remarks
F100a	4" Bronze			
F100b	4" Bronze on Base			
F100c	4" Painted			
F100d	4" Painted on Base			
F101a	6" Bronze			
F101b	6" Painted			
F101c	6" Silver			
F102a	10" Bronze			
F102b	10" Painted			
F102c	10" Silver			

Order Number :

Contact Person :

Delivery Address :

Your Contact Details

Telephone Number :

Email address :

Fax Number :

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Any other information: