

Bain's Cape Mountain Whisky to launch in the US

Bain's Cape Mountain Whisky, the 100% single grain whisky, is to launch in the US this month when it makes its debut in Illinois, Minnesota, and Missouri...

Andy Watts, Master Distiller, has just arrived in the US where he will introduce Bain's to consumers and media in selected parts of Illinois and Minnesota. Lee-Anne van Wyk, Bain's Global Marketing Manager, said that the plan is for Bain's Cape Mountain Whisky to roll-out across the US over the next couple of months.



"Bain's Cape Mountain Whisky showcases South Africa's ability to produce a premium, specialist whisky that reflects a unique taste of place, while holding up to award-winning, world-class standards," said Van Wyk. "The whisky is elegant, lightly flavoured and a refined spirit that is overdue for the American consumer who appreciates a smooth, easy-drinking whisky and is interested in trying new products."

World's Best Grain Whisky

Named World's Best Grain Whisky at the 2013 World Whiskies Awards, Bain's Cape Mountain Whisky is crafted at the James Sedgwick Distillery, in the historic farming town of Wellington. The inimitable single-grain whisky owes its delicate aroma and distinctive flavours to the finest-quality South African grain and double maturation in carefully selected first-fill bourbon casks - first for three years before being re-vatted into a fresh set of casks for a further 18- to 30-month period.

The exceptional interaction between spirit and wood produces an incredibly balanced whisky with vanilla, toffee and floral aromas and flavours, and a hint of spice softened by the sweet undertones of the oak casks in which the product is matured. The result is a warm and extended mouth-feel, with an exceptionally smooth finish.

For more information about Bain's Cape Mountain Whisky in US, go to www.bainswhisky.com.