

THE SINGLE MALT WHISKY FLAVOUR MAP

This Single Malt Whisky Flavour Map has been prepared with and endorsed by the independent whisky expert David Broom, together with Diageo Scotland Ltd. The map features many brands of malt whisky, some of which are owned by and are registered trade marks of Diageo Scotland Ltd, and some of which are owned by (and may be registered trade marks of) other companies. In addition to the names of individual distilleries listed on the Flavour Map, the Flavour Map device and associated logos are trade marks. Diageo © 2015

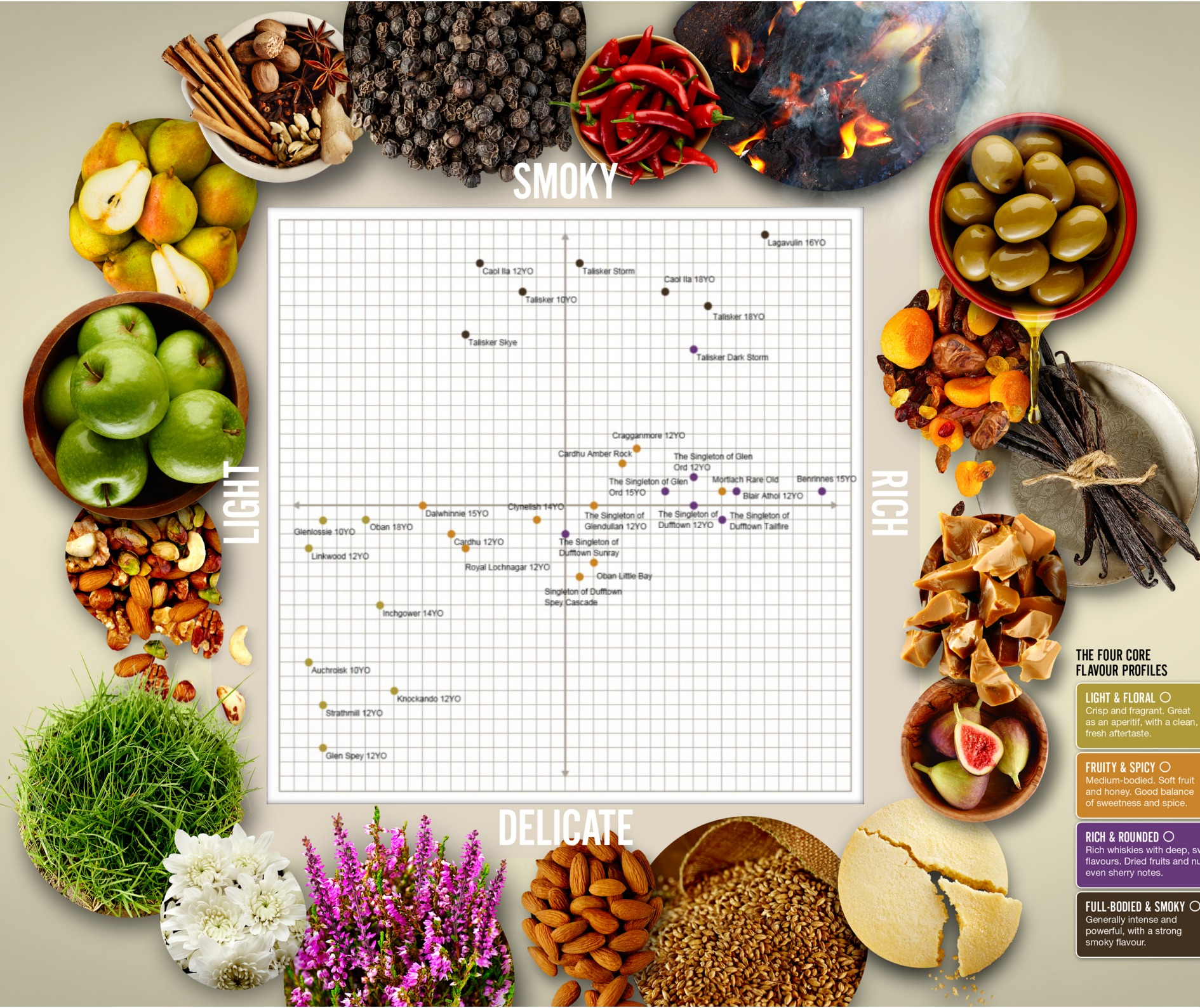


THE FOUR CORE FLAVOUR PROFILES

- LIGHT & FLORAL** ○
Crisp and fragrant. Great as an aperitif, with a clean, fresh aftertaste.
- FRUITY & SPICY** ○
Medium-bodied. Soft fruit and honey. Good balance of sweetness and spice.
- RICH & ROUNDED** ○
Rich whiskies with deep, sweet flavours. Dried fruits and nuts, even sherry notes.
- FULL-BODIED & SMOKY** ○
Generally intense and powerful, with a strong smoky flavour.

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