



Highland Park and Scottish Ballet join forces with special edition whisky

To celebrate 50 years of Scotland's national dance company, Scottish Ballet has partnered with Orkney based distillery, Highland Park, to release a single malt Scotch Whisky.

Available from October 2019, Highland Park will make a donation from the sales of the 5,000 bottles to support Scottish Ballet – a registered charity – enabling them to continue to deliver outreach projects across the country from Kirkwall to Kilmarnock.

Featuring the legendary Highland Park flavours, aromatic peat smoke and heather honey sweetness, the whisky's spicy flavour profile reflects Scottish Ballet's exciting repertoires, while an intense character shows the passion of the company.

Jason Craig, Global Brand Director, Highland Park, said:

'Our brand is grounded in Orkney's Viking heritage and we look to collaborate with modern day Viking Souls to help bring this to life. For us, Scottish Ballet's relentless commitment to their art mirrors the dedication we have for our craft and we believe that's something that will really resonate with both our audiences.'

Christopher Hampson, CEO and Artistic Director of Scottish Ballet, said:

'We embrace our 50th anniversary with an unprecedented programme of new work, affirming our commitment to be one of the most daring dance companies in the world. The Viking Soul of Highland Park resonates with us and we are delighted this new partnership will support us to share our passion and ambition with as many people in Scotland as possible through our outreach projects.'

Based in Kirkwall, Orkney, Highland Park distillery has been supporting the community on their island home for a number of years through charity partnerships and collaborations.

Scottish Ballet's work off stage in communities across the length and breadth of Scotland is as important to the company as its 50th Anniversary season on stage.

Highland Park Scottish Ballet will be available to purchase from the Highland Park website from October 2019, visit: www.highlandparkwhisky.com

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About Highland Park Scottish Ballet Whisky

RSP: £50

ABV: 40%

Natural colour

Tasting notes: Caramelised pineapple, sweet golden syrup, Madeira cake, aromatic aniseed, toasted oak and light peat smoke.

About Highland Park, the Orkney Single Malt with Viking Soul:

- Whisky has been distilled at Highland Park in Kirkwall, Orkney since 1798.
- Founder Magnus Eunson was a direct descendant of Vikings who settled in Orkney over 1,000 years ago. A butcher and church officer by day and a bootlegger and smuggler by night, he set up an illegal whisky-making operation at a little bothy (a stone hut) at High Park, overlooking Kirkwall.
- It is still the site of the distillery today and although we say Highland Park was founded in 1798, that's actually the year the authorities finally caught up with Magnus.
- Few trees survive the gale-force winds on Orkney, this makes the island peat woodless and rich in heather. This helps create the trademark Highland Park flavour profile of aromatic smoky peat and sweet heather honey.
- For more information about Highland Park, visit: <https://www.highlandparkwhisky.com/>

About Scottish Ballet:

- Scottish Ballet, founded in 1969, is Scotland's national dance company. Based in Glasgow, the company performs regularly across Scotland, and increasingly throughout the UK and internationally – promoting Scotland's pioneering spirit far and wide.
- Under CEO/Artistic Director Christopher Hampson, Scottish Ballet presents bold, adventurous performances rooted in strong classical technique, accompanied by the Scottish Ballet Orchestra. The company's broad repertoire includes new versions of the classics and ground-breaking commissions, as well as an innovative bi-annual digital season.
- Scottish Ballet runs an extensive engagement programme, tailored to the needs of diverse communities, promoting confidence, fostering well-being and encouraging creativity through dance.
- In 2019, Scottish Ballet celebrates 50 years of inspiring audiences on stage and beyond, with a creative vision crafted by Scotland. For more information about the anniversary season, visit: www.scottishballet.co.uk/50
- Scottish Ballet is funded by the Scottish Government.

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