



Tullamore Dew Voted Best Irish Blended Whiskey at 2011 Icons of Whisky Awards Dinner

London UK -- 10 March 2011 - Last week, at the prestigious Icons of Whisky Awards dinner in London, Tullamore Dew 12 Year Old won for the Best Irish Blended Whiskey. Chosen from a very competitive shortlist of other whiskey brands, the outstanding win is a true testament to the pride and care we take in producing the very best whiskey in Ireland.

To add to the win, the producers of Tullamore Dew, William Grant & Sons won the 2011 Whisky Distiller of the Year Award. The distiller has recently claimed a number of accolades, including the 2010 IWSC's Distiller of the Year Award, the third time it has since 1999, as well as having received distiller accolades from ISC and IWSC an unprecedented eight times in the last 11 years.

Coming just a few days before St Patrick's Day, Tullamore Dew now has even more reason to celebrate its Irish heritage - with the Icons of Whisky award joining two Double Gold Medals awarded at one of the world's most prestigious spirits competitions, the World Spirits Competition in San Francisco. The brand now has an impressive record of award wins, with 27 gold medals in the last 10 years.

Shane Hoyne, Tullamore Dew's Brand Director, commented "We're delighted that Tullamore Dew 12 Year Old has been recognised at this highly respected competition, adding yet another amazing award to our burgeoning collection! We'll be sure to celebrate this come St Patrick's Day - along with thousands of Tullamore Dew fans around the world."

Every year, Whisky Magazine announces its Icons of Whisky and the World's Best Whiskies at the celebrated awards gala in London, honouring great whiskies and the people who make them.

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Editors Notes

- Tullamore Dew is produced in Ireland by William Grant & Sons, an award-winning independent family-owned distiller founded by William Grant in 1886 and today still controlled by his direct descendants. The Company also distils some of the world's leading brands of Scotch whisky, including Grant's, the world's favorite single malt Glenfiddich, and the handcrafted range of The Balvenie single malts, as well as selected other spirits, including Hendrick's Gin.
- Tullamore Dew has been widely acclaimed by whiskey connoisseurs; recently winning two Double Gold Medals at one of the world's most prestigious spirits competitions, the World Spirits Competition in San Francisco. The brand has now an impressive record of award wins, with 27 gold medals since 1999.
- For more information about Tullamore Dew, visit: www.tullamoredew.com