

The Complete Guide
to sipping
without wincing.



You'll get there.™

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The world's #1 selling Islay Malt Scotch Whisky.

The unmistakable character of Laphroaig® is as unique as the distillery – and the place – where it is made. Here at the distillery on Islay, our geography, the Atlantic weather and our ingredients combine to create the singular taste that has earned Laphroaig a worldwide reputation and the honor of being dubbed the World's #1 selling Islay Malt Scotch Whisky.*

In this brochure, we'll shed a little more light on what makes Laphroaig so unique and give you an outline of our favorite expressions of this challenging, yet rewarding spirit.

*2008 International Wine and Spirit Record (IWSR)



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Where we are.

Islay's location on the southern coast of Scotland plays an important role in the maturation and flavor of Laphroaig. Since the distillery faces the ever-unruly North Atlantic, it is fully exposed to the North Atlantic winds that bring copious amounts of rain, salt and seaweed to the land. The salt and seaweed add a distinct character to the peat that we use to smoke our barley; the salty sea air leaves its mark on our whisky during the maturation process, and the rain is filtered down through the peat bogs before making its way to our reservoir and eventually, into our whisky.



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Ingredients that set us apart.

Believe it or not, it's the combination of only three simple ingredients that has the most profound effect on the complex and unique flavor of Laphroaig – water, peat and malted barley.

Water

Throughout the year, Islay rainwater seeps down through our peat bogs onto the hard rock beneath and runs down to our Loch (Loch Kilbride), before making its way to the distillery. The hard base rock ensures that the water doesn't pick up any unwanted minerals or trace elements, so it remains soft and peaty – perfect for making whisky.

Peat

Unlike peat on the mainland, Islay peat is made up of mosses, seaweed and heather, making for a uniquely different quality of peat altogether. It is this combination of mosses, seaweed and heather that gives it the salty, marine-like quality which we prize so highly here at Laphroaig.

Malted Barley

Each delivery of barley is inspected daily. If it doesn't measure up, then it goes back. If we keep it, it's malted using our traditional floor-malting process, a process employed in only a select few distilleries today. It's then dried with the smoke from our hand-cut Islay peat.



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Powerful, Smoky.



Laphroaig® 10 Year Old

Double Gold Medal Winner

Best recognized of all the Islay malts – and for good reason.

It has a nose and taste that deliver a unique measure of Islay peat smoke, tangy, salt-laden air and an echo of sweetness at the end. It has become the gold standard by which all other Islay malts are judged.



- 2012 Double Gold Medal at the San Francisco World Spirits Competition
- 2011 Silver Medal and “Best in Class” at the International Wine and Spirit Competition
- Six-time Gold Medal Winner at the International Spirits Challenge

Color	Sparkling gold
Nose	Huge smoke with a hint of sweetness
Body	Full
Taste	Peat smoke with salty undertones and an echo of sweetness
Finish	Long



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Massive Smoke & Sea Salt.



Laphroaig® 10 Year Old Cask Strength

Double Gold Medal Winner

Laphroaig Cask Strength is non-chill filtered and bottled straight from the wood. The taste is a full blast of salt, peat and smoke that is richly flavored with a fading sweetness at the finish.



- 2012 Double Gold Medal at the San Francisco World Spirits Competition
- 2011 Gold Medal at the International Wine and Spirit Competition

Color	Sparkling gold
Nose	Burst of peat smoke followed by a velvety coconut cream
Body	Full
Taste	Powerful, smoky peat flavor with slight oak notes
Finish	Sweet, peaty, incredibly long and dry



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Smoke & Oak Sweetness.



Laphroaig® Quarter Cask

Gold Medal Winner

A non-chill filtered expression that employs small casks to allow the maturing spirit 30% more contact with the wood. The increased oak influence imparts a special wood character to the spirit. The result is a creamy, coconut-like nose and soft wetness when first tasted. However, the unmistakable peat still comes bursting through with a creamy, zesty, orange finish.



- 2012 Gold Medal at the San Francisco World Spirits Competition
- 2011 Silver Medal at the International Wine and Spirit Competition

Color	Sparkling gold
Nose	Burst of peat smoke followed by a velvety coconut cream
Body	Full
Taste	Powerful, smoky peat flavor with slight oak notes
Finish	Incredibly long and dry



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Floral Smoke & Oak.



Laphroaig® 18 Year Old

Double Gold Medal Winner

An exceptional non-chill filtered expression balanced with a warming tang of smoke followed by smooth floral scents and an oaky nuttiness. This flavor drifts through the palate with hints of peat and sweet chocolate, accompanied by rich toffee and a touch of heather.



- 2012 Double Gold Medal at the San Francisco World Spirits Competition
- 2011 Silver Medal at the International Wine and Spirit Competition

Color	Bright gold
Nose	Mild versus 10 Year Old, soft smoke with pleasant "new hay" sweetness
Body	Full, smooth
Taste	Lively oak sweetness with warm peat smoke, fresh nutmeg and a hint of the sea
Finish	Prolonged, mellow



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Smooth, Sweet Peat.



Laphroaig® 25 Year Old

Gold Medal Winner

A non-chill filtered marriage of sherried, oaky flavors from second-fill European oak oloroso sherry casks and creamy sweet flavors from American oak bourbon barrels. Its unmistakable peaty flavor achieves a gentle smoothness over the 25 years it takes to reach full maturity.



- 2009 Gold Medal at the San Francisco World Spirits Competition
- 2010 Gold Medal and "Best in Class" at the International Wine and Spirit Competition

Color	Burnished yellow gold
Nose	Initial sherry sweetness followed by an Islay peat tang
Body	Rich, round and full
Taste	Burst of peat restrained by a sherry sweetness that develops into a spicy apple fruitiness
Finish	Very long and slightly dry



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How we do it.

Just as important as the ingredients that go into Laphroaig is the process we use to make it. And it's a long one. But we'll be brief.

The Steeps

We soak our barley for two days in the steeps. We change the water every day to ensure purity and flavor. Then the water is drained off and the "green barley" is ready for malting, or what gardeners would call germination.

Malting Floors

We then lay and spread the green barley (7 tons at a time) by hand on our malting floors – an ancient process still used by only a select few distilleries. The malting process gives off its own heat, which we control manually by constantly turning the grain with a "shiel" – that's Gaelic for "shovel" or "rake." And in doing so, we fool nature into thinking it's springtime, which causes the barley to sprout as it would in the ground. Technically speaking, the important part for us is that the insoluble starch in the grain is being converted into a soluble sugar. Enzymes are also created which we'll need later in the process.

Our Kilns

Air drawn directly off the sea helps to fire our kilns. And the peat we use in the kilns contains seaweed blown in by the gales, mixed with Scottish heather and mosses. This mixture gives us the unique smoke that we use to smoke and dry our barley. We also add a dash of Laphroaig water to the peat to ensure it burns slowly and gives off more precious smoke.



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The Mill

After resting for one full lunar cycle (or 28 days), the malted and peated barley is turned into grist in our 70 year-old Porteus mill (one of the oldest in use today).

Mash

The grist is then transferred to the Lauter Tun and mixed with warm Islay water (67°C). This releases the sugars from the germination. The sweet water, called "wort," is cooled to 20°C and transferred to the Wash Backs where yeast is added for natural fermentation.

Distillation

Once fermented, the whisky goes through two distillations. The first takes place in the wash still and takes the strength up to 44 proof. We call that "The Low" or "Low Wine." We then collect the "Low Wine" as it condenses and distill it a second time, because the spirit still contains impurities. This is achieved in the "Spirit Still" where the alcohol content is taken up to 68%.

Barreling

Laphroaig is aged in first-fill bourbon American oak casks. We use first-fill casks because the wood is softened to exactly the right depth. We use bourbon casks, because bourbon is a sister whisky and it does not impart a new flavor to Laphroaig. However, we also like to create a range of Laphroaig expressions to suit all tastes. As such, we use sherry casks in our 25 year-old bottling.

Maturation

The barrels are stored in our warehouses near the sea for what we call the "long sleep." As the whisky rests, the oak barrels "breathe" with the seasons, slowly giving off the "angels' share" and drawing in the misty sea air. From here it will be many years before the Laphroaig is ready for your glass. But it's always worth it.



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Tasting 101.

For those who are experienced Laphroaig drinkers, the ritual is well-known. But for those of you not quite acquainted with the Laphroaig Single Malt experience, we give you this 3-step tasting ritual:

Step 1

Pour yourself a full measure of Scotland's most richly flavored malt. Use a rocks glass or a tulip-shaped tasting glass. Admire the full, golden apple color.

Step 2

Nose the glass, adding just a drop of water to release the full aromatic potential and savor the pungent, earthy aroma of the blue peat smoke.

Admire the heavy, peaty smokiness and the delicate, heathery perfume.

Step 3

Taste the whisky. No, really taste it. Roll it around on your tongue and allow it to impress your palate.

Take time to experience its full, rich character and peaty flavor, the sweet nuttiness of the barley, and the delicate heathery perfume of Islay's streams.

Remember, Laphroaig is enjoyed best neat, with just a small splash of water and perhaps the occasional cube or two of ice to cool the temperature.



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Highlights.

Now that you're a Laphroaig expert, share your knowledge with others. Here are a few facts you can use to show off your Laphroaig Scotch whisky savvy.

- Laphroaig is the World's #1 selling Islay Malt Scotch Whisky by volume.
- Laphroaig is one of the most richly peated and richly flavored single malt whiskies.
- Laphroaig is one of only a few distilleries that uses the traditional floor-malting process.
- Laphroaig is available in a number of rich and unique expressions bold enough to challenge even the most discriminating connoisseurs.



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Malt Whisky Regions.

Malt whisky production is traditionally divided into regions of Scotland, with Speyside being the area with the most distilleries (over 50). The climate of the region, the pure water from the fast-flowing Spey River and the (relatively) reasonable lines of communication account for the number.

The Highlands

are geographically the largest Scotch whisky producing regions of Scotland. The rugged landscape and changing climate are reflected in the character of its whiskies, which embrace wide variations.

The Lowlands

of Scotland, defined as the area south of a line between Dundee and Greenock, produce Scotch whiskies that tend to be softer and mellower than their Highland counterparts.

Islay

is a relatively small island 70 miles to the west of Glasgow and is inaccessible by road. The malt whiskies produced here have their own distinctive character and flavor. There are 8 active distilleries on Islay.

The Island Region

is sometimes placed together with the Highlands. In reality it includes all the islands other than Islay, notably Jura, the Orkney Isles, Mull, the Isle of Skye and the Isle of Arran. The characters of these whiskies vary considerably. The northernmost location for malt whisky distillation remains the Orkney Isles where there are 2 distilleries, Scapa and Highland Park.



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Become a Friend of Laphroaig.

Laphroaig has some of the most loyal and active friends in the world. Over 500,000 to be precise. They support us every day by helping us spread the word about our single malt to people worldwide – even in your community.

Join Friends of Laphroaig at
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You'll get there.™

drink  smart®

Laphroaig® Islay Single Malt Scotch Whisky, 43% - 55.7% alc./vol.

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