



INNIS & GUNN, OAK AGED LIKE NO OTHER BEER

**INNOVATIVE
SCOTTISH BREWING COMPANY
NOW HAS TWO 'OAK AGED BEERS' IN
SAINSBURY'S & WAITROSE**

Innis & Gunn, the revolutionary Scottish brewing company which ages its beers in oak, has announced a listing in Sainsbury's and Waitrose for its beautiful individually gift packed Innis & Gunn Cask Strength beer 7.7% abv, at £1.99 per 33cl bottle.

There it will join Innis & Gunn Original Oak Aged Beer (£1.49 per 33cl), the multi-award-winning 6.6% abv brew, which was launched in 2003 and which is already Britain's fourth largest speciality beer brand by value.



Innis & Gunn 'Cask Strength' beer, in its smart bright red and gold box, is available in Sainsbury's & Waitrose stores from the beginning of May. It was first brewed in 2005 as a limited edition. It is a flavour-packed brew, designed to champion the burgeoning speciality beer sector, with an eye not just to the UK - but to export markets as well.

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A burnished gold colour, Innis & Gunn Cask Strength shows vanilla and banana aromas, with hints of marmalade and soft, American oak sweetness. The palate is outrageously smooth, with rich malt, toffee and vanilla flavours finishing with sultanas and spice.

Innis & Gunn's Managing Director, Dougal Sharp, comments:

"Innis & Gunn Cask Strength is the big brother of our widely distributed Innis & Gunn Original. Cask Strength veers more towards sultanas and raisins, with a sensuous background of toffee and spice whereas Original is perfumed with sweet vanilla and toffee flavours.

Cask Strength is a beer for savouring, a real treat."

Ends

Editors' notes:

Innis & Gunn's original 'Oak Aged Beer', which is widely distributed, goes through a unique 77-day maturation process (several times the national average for ales), which includes 30 days resting in lightly toasted American white oak bourbon barrels. After this, the beer is taken from the barrels and ageing continues for a further 47 days in a 'marrying tun', where the flavours infuse and mellow. This allows natural carbonation to take place, giving bottles of Oak Aged Beer a light effervescence similar to Champagne.

Pale amber in colour, it is distributed in Morrisons, Sainsbury's, Asda, Tesco, Waitrose and Co-op, in Booths Supermarkets in the North West, and through Independent Specialists, priced at RRP £1.49 per 33cl bottle.

Innis & Gunn is available in the on-trade in bars such as All Bar One, Browns and Corney & Barrow Winebars.

Innis & Gunn's MD Dougal Sharp says:

"Oak Aged Beer aims to provide the world market with a new style of beer. We are, we believe, the first UK brewing Company ever to use the fresh flavours of the imported 'first fill' oak barrels in this way to enhance the palate and complexity of the beer itself.

Innis & Gunn was founded in 2002 by Managing Director, Dougal Sharp, to bring to market Scottish beers of real flavour, innovation and style.