



An EDINBURGH venue has become the first in the UK to be declared an **on-trade Ardbeg Embassy** for one of the world's most prestigious whisky brands.

The WHISKI Rooms, in North Bank Street, has received the accolade from Islay distiller Ardbeg. As well as selling the distillery's finest malts amongst its selection of hundreds of whiskies the bar, restaurant and tasting rooms will offer an Ardbeg-inspired menu for diners.

The globally-renowned malt whisky producer rarely gives it permission for its name to be used commercially, but an official said it was delighted to work with the WHISKI Rooms.

Mickey Heads, Ardbeg Distillery Manager, said: "The Whiski Rooms have proven themselves to be passionate and loyal Ardbeggians, which is why we selected them as the UK's first ever On-Trade Ardbeg Embassy. We're delighted to welcome the Whiski Rooms as an Embassy, and I look forward to sampling the Ardbeg-inspired food menu the next time I pop in for a dram.²

Ardbeg has been voted best whisky in the world three years in a row and although Islay has a population of just 3,000 the Ardbeg Committee has a worldwide membership of 50,000.

WHISKI Rooms owner Anne Still said: ³ "We are proud to be named the first ever **on-trade** Ardbeg Embassy in the UK and know this is an initiative that they are keen to expand in the UK. We promise Ardbeg whisky fans a fabulous range of Ardbeg whiskies in our gantry and our adjoining shop. As well as private dining in our Ardbeg room, we have an amazing Ardbeg inspired menu available"

The WHISKI Rooms launched in June 2011 and is the sister operation to the multi award winning WHISKI Bar and Restaurant on the Royal Mile - current Whisky Bar of the Year 2011/2012. It's range incorporates a range of whisky experiences in one: a dedicated whisky shop selling one of the largest range of whiskies available in Scotland, all available for mail order, plus a bar, restaurant and a dedicated tasting room that hosts daily whisky tastings.



**For further information contact www.whiskirooms.co.uk;
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