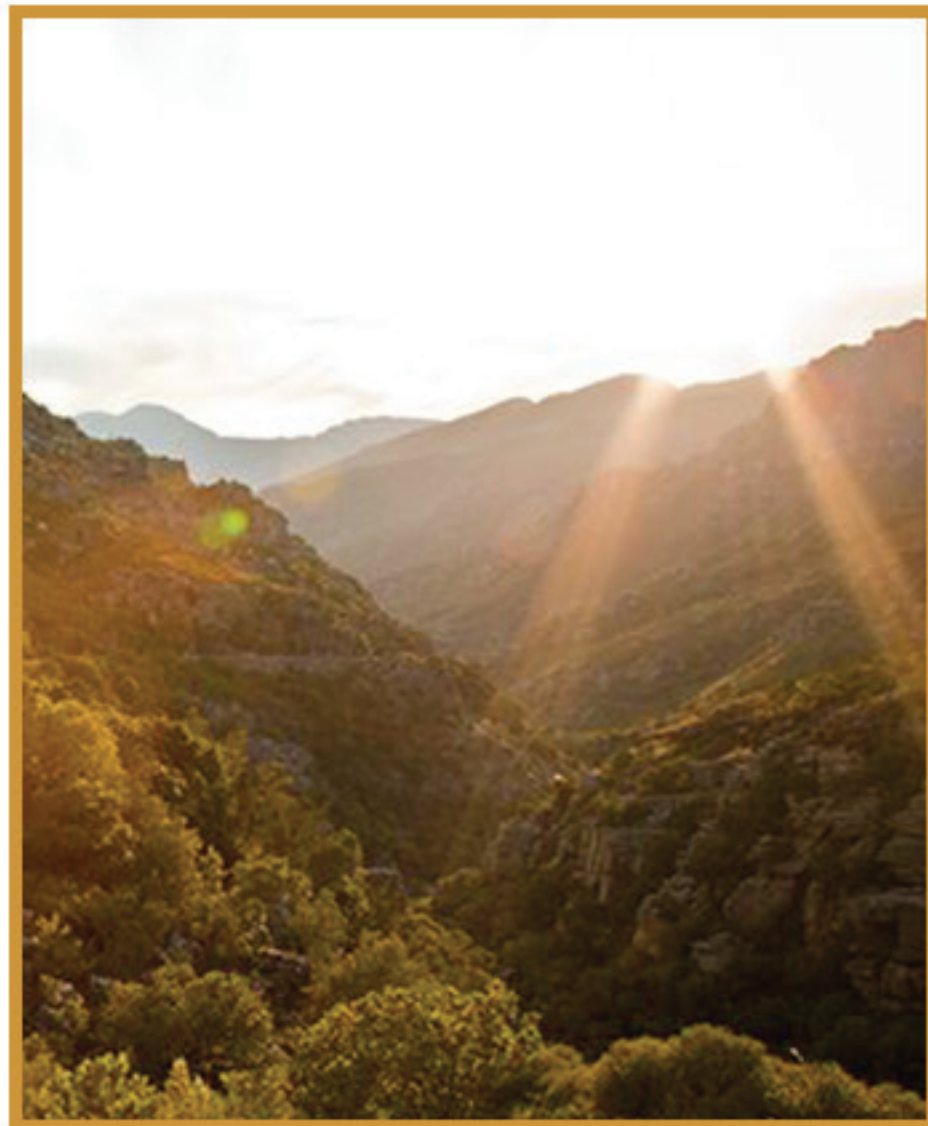




THE BAIN'S STORY



The James Sedgwick Distillery is where Founder Distiller, Andy Watts poured 10 years of hard work and vision into oak casks stained with bourbon. It's where small flashes of a big idea took hold, before taking the world entirely by surprise.



Drawing inspiration from vivid mountain vistas and heady fields of fynbos, Watts and his team perfected a single-grain, double-matured whisky – the only whisky of its kind.



Since then, Bain's has been named a world best twice in 2013 and 2018.



Smooth and distinct, it's for easy drinking as much as it's for savoured sipping.



It's a whisky of small beginnings that's earned a big reputation.



FAST FACTS



Our award-winning James Sedgwick Distillery is Africa's only commercial whisky distillery. Our eco-friendly practices set us apart because not only do we make the world's best whisky, but do so in an environmentally-sustainable manner.



Bain's is the only whisky in the world to be made from 100% sun-kissed South African yellow maize. This makes it a world first and the only whisky of its kind. This is important, as whisky consumers are seeking novelty.



Our unique whisky is double-matured in two sets of imported oak casks originally used for bourbon for between 4.5 - 5 years. South Africa's warm climate enhances maturation, giving Bain's its smooth, flavourful finish in a shorter period of time (our Founder Distiller favoured style over age).



This makes Bain's well worth its price point and a competitor in its class, alongside brands in the premium Irish whisky category.

TASTING NOTES



Aroma: Floral, woody and spicy, with hints of banana, honey, toasted hazelnuts, toffee and vanilla.



Taste: Vanilla, cocoa butter and light spices from our oak casks give Bain's a warm mouthfeel and long, smooth finish.



Pairing: Bain's is superb with smoked meats, salmon, spicy curries and sweet-chilli cashews.

BRAND SUPPORT & COMMERCIAL BENEFIT



A focus on TV and digital, as well as premium merchandise, is successfully placing Bain's front of mind.



High interaction with category leaders in the premium Irish whisky segment has seen an increase in organic sales.



We need to planogram in premium-whisky aisles and push for two facings next to premium Irish whisky brands.

THE PERFECT SERVE

Serve with a splash of water, block of ice or your favourite mixer.



PRODUCT CODE	PRODUCT NAME	SKU	CASE BARCODE	UNIT BARCODE
30575	BAIN'S CAPE MOUNTAIN WHISKY	6x750ml	16001108031324	6001108044754



OUR AWARDS

29 GOLD AWARDS – AND HIGHER – SINCE WE LAUNCHED IN 2009





JAMES SEDGWICK DISTILLERY

6 GLOBAL TITLES - SINCE 2011

