WHISKY OLD SMUGGLER

HISTORY

1835 – The birth of a legend
The rich, smooth taste of Old Smuggler was established in 1835. It is blended from the finest Scotch whiskies in the tradition of the 18th century smugglers who risked their lives to share its taste with their loyal customers throughout the Islands.

Today Old Smuggler’s home is on the banks of the famous river Spey and it is sold in over 20 markets around the world, with significant presence in the US, where it is one of the best selling Scotch Whiskies.

ARGENTINE TRADITION

Old Smuggler was imported in Argentina since the born of the twenty century.” It is a “blended whisky”. This kind of whisky born in Scotland on the middle of the XIX century, elaborated since the Aeneas Coffey creation: the continuos destilation still. This spirit uses grain for the elaboration process (it is called “grain whisky”). The other whisky in the blend is made with barley (“it is called malt whisky”).

1947
Due to the barriers to the imports, Old Smuggler start to be elaborated in Argentina, keeping the characteristics of the Scotland whisky. The high quality of his imported malts gave it the certification of the SWA (Scotch Whisky Association).

Suddenly, Old Smuggler gained the consumer approval, becoming in the #1 brand of local admix in Argentina.

1970’s
Old Smuggler reaches the record production: 4,5 millions of bottles in one year. At the end of the decade, it is the most selling whisky brand in Argentina, in whole history. Nowadays, Old Smuggler still the record.

To be illustrative with the importance of the brand on that time, Old Smuggler was very well knowned by its advertising, with the main sportman and arts celebrities of Argentina.

In 1974, one of them was Juan Carlos Harriott, considered by the specialized press the best polo player ever.

In the advertising, Harriott hit the ball with the “backhander” (through the horse’s legs). On the same year, Guillermo Vilas, the best argentinian tennis player invented his most famous play: the “Great Willie”, which consists in hit the ball passing the racquet between the legs. After the match, a journalist asked him how he could imagine that play, and the answer of Vilas was: “I inspired looking at the advertising of Old Smuggler, with Harriot…”.

1983
Anikó Szabo, a plastic artist, designed five big painting to set in the La Biela café, one of the most traditional cafes, located into Recoleta neighborhood.

1987
After four years, Old Smuggler hired one of the best designer, Julio Freire, to draw the billboards of La Biela. Freire thought up the billboards like a bar windows, and drew typical bars situation, looking through a window. It was a big success.
BRAND

The production process

Old Smuggler is a blend whisky, elaborated from Scotish malts, and very good argentinian alcohol. The process respects the scotish traditional method. The ageing is made by French and American oak barrels, in Argentina.

Main markets (2010 volumes)

Argentina, USA, others.

Old Smuggler has distribution over more than 20 countries. His origin is Scottish, but his worldplace is Argentina, where the consumers feel the brand as

WHISKY

The whisky is a worldwide spirit. From its origin in Scotland and Irland, his consumption and elaboration have been spread all over the world. Each country has the different elaboration process.