



RYE
Stará myslivecká
RESERVE

FOUR-YEAR MATURING IN BARRELS OF AMERICAN WHITE OAK GIVES THE DISTILLATE A PERFECTLY BALANCED, DELICATE TASTE

4
YEARS

500 YEARS OF TRADITION AND EXPERIENCE WITH DISTILLATION AT THE GREEN TREE DISTILLERY CONTAINED IN EACH UNIQUE BOTTLE

40% VOL. 70 CL



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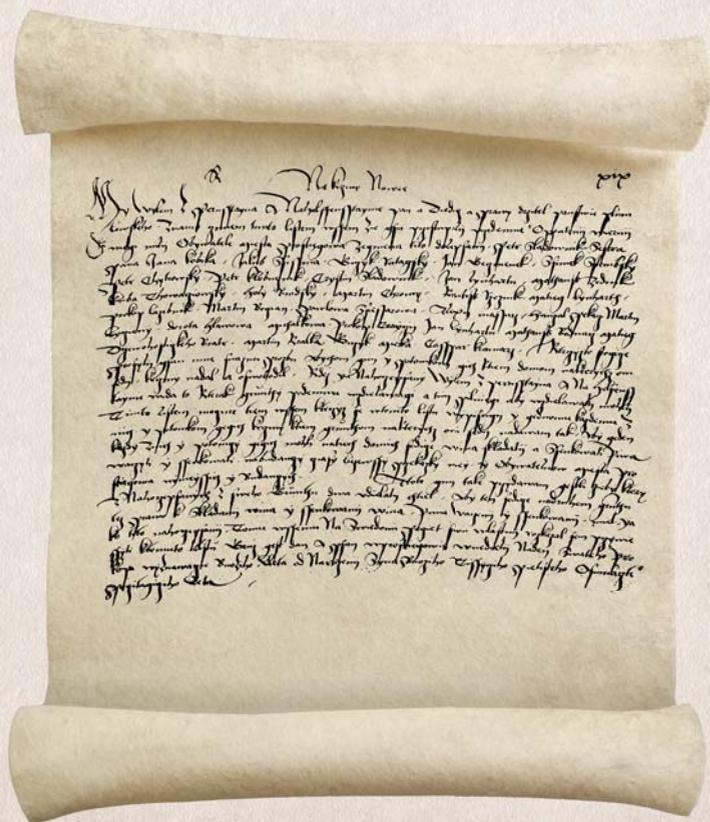
TARGET CONSUMERS



ORIGINS



The Green Tree Distillery was established in 1518, when one of the most powerful Czech lords, Vilém of Pernštejn granted it brewing rights and thus started a unique Bohemian tradition of manufacturing rye distillates which has persisted for five hundred years. The distillery has become the oldest in Europe, building on a rich tradition and experience with distilling and thus continuing in the successful manufacture of alcoholic beverages in Bohemia.



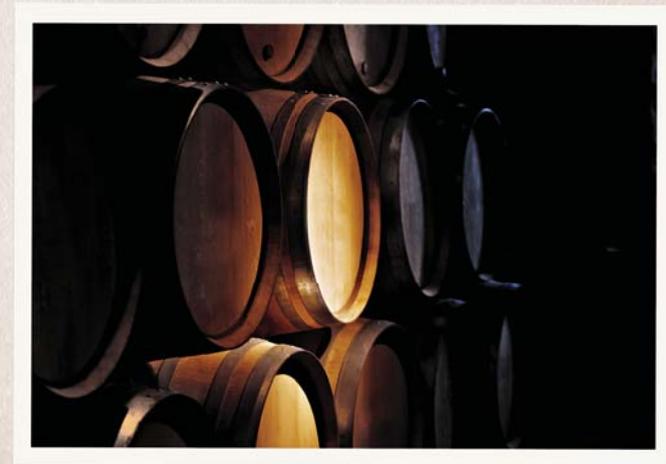
STORY



Stará rye myslivecká builds on the tradition of rye-based spirits. Originally it was called Stará žitná – Old Rye – and its smoothness arises during maturing, when, just like whisky, it ages in oak barrels. Stará rye myslivecká is a unique Czech product with a history dating back to the 16th century and continuing its development since.

The founder of the brand was Mr. Ecklemann, who was also a passionate hunter. One day after a successful hunt, being a fair man, Eckelmann paid tribute to the animals, and during the feast the hunting party he and the men drank a toast with a distillate that tasted like whiskey, but with a surprisingly delicious, sweetish flavour and a lingering sting.

This delicious speciality led Eckelmann to begin to manufacturing a rye distillate, but with an improved – and original – method that made it taste even better than Scotch whiskey.



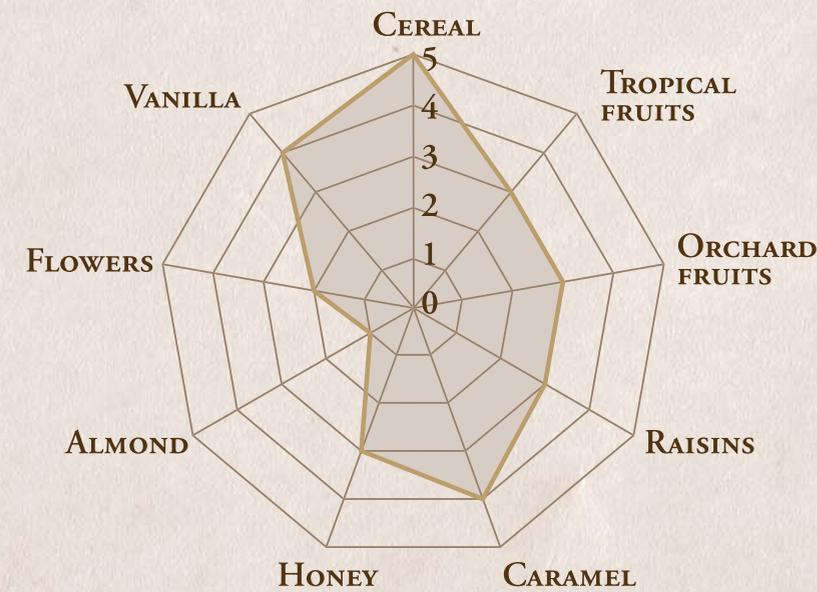
The original name was Stará žitná – Old Rye, and later the fateful encounter during the hunt was imprinted in today's name: Stará rye myslivecká – Old Hunters' Rye (Old huntsman' Rye)

MAKING

This traditional Czech speciality is a rye distillate prepared according to an original recipe handed down through generations. First, the selected rye distillate matures for three years in selected casks of white oak. Then the distillate is mixed with natural extracts from dried fruits and stored again for one year in casks of American white oak. The result of the four-year maturing process is a delicate whisky-like flavour with warm hint of orchard fruits.



FLAVOUR PROFILE OF RYE STARÁ MYSLIVECKÁ RESERVE



Metallic copper colour

Sweet scent, rounded with a light veil of wood and maturity

Multilayered taste, mature and full of life with fine accents of wood and a sweet, warm hint of orchard fruits

CASKS JUST LIKE WHISKY - WATER JUST LIKE WHISKY - RYE JUST LIKE WHISKY - FINE FLAVOUR JUST LIKE WHISKY



BRAND POSITIONING



WHISKY CATEGORY



ESSENCE
Man's thing



ATTRIBUTES
Czech speciality rye distillate, matured in oak casks, hunter's symbol, drink for celebration of monumental moments in man's life



ASSOCIATIONS
Casks of oak, Czech character, stability, tradition, history



EMOTIONS FEELINGS
Primary: Happiness
Secondary: Composure, pride, fun

INDIAN WHISKY



GRANT'S



STARÁ RYE MYSLIVECKÁ RESERVE



TULLAMORE DEW



JAMESON



JAPANESE WHISKY





TARGET CONSUMER



For special occasions and meetings of men about topics of the man's world.

In the company of their acquaintances they enjoy a unique, fine alcohol with a whisky-like character.

For men, who can enjoy a piece of quite in the rushed world and just slow down a little with a good drink.

Responsible men, age 30+ Suitable for medium-earner groups (also for high-school graduates 18+ and especially for university graduates).





Alc: 40%
Vol: 0.7 L
Pc/car: 12
Pc/pal: 396/408


EST. 1518
GREEN TREE
DISTILLERY

www.greentreedistillery.com