

Year 2021- we have lot of expectations from this year; to be little more blessed and be healthy, safe and prosperous. We learnt the need to be humble enough and express gratitude towards mother nature and start giving back to society, when once again, whole mankind faced pandemic without knowing the cure. Well! Since we successfully got a vaccine now, let's do a fresh start like a dew....

When I thought about bringing in freshness to our newsletter, the first thing that came to my mind is to cover one of the best alco-beverage company of the oldest civilisation of world i.e INDIA. It needs lot of courage and dedication to produce Single malt in the country which is the highest whisky consuming country in the world and today our Indian single malts are well accepted across the globe. We are so proud to cover the leading Indian Single Malt Rampur and it's different expressions in our eleventh edition.

Wish you all a happy new year 2021 filled with loads of fun and success... Cheers.

From the Editor's Desk
Cheers - Malay Kumar



The Dream journey of Rampur Single-malt from the pen of the largest distillery of Asia.

Rampur Distillery was established in 1943 distilling Sugar Cane Molasses alcohol. We then added Grain Distillery followed it with a Malt Distillery and the latest being Gin Plant. Radico operates Distilleries in 2 locations; Rampur in North India and Aurangabad in Western India. Between the 2 locations, we produce 13 million liters of Alcohol every month, making us one of the largest Distillers in Asia. We supply our alcohol to all major beverage alcohol producers in India namely Diageo, Pernod Ricard, Bacardi, etc. We also export our alcohol to over 35 countries worldwide including USA. Radico is also the largest Indian Beverage Alcohol producers making Whisky, Rum, Vodka, Brandy, Gin and Vodka based RTD. With 5 millionaire brands, we sell over 20 million cases annually. Radico brands are currently available in over 85 countries.

The Journey of Rampur

RAMPUR Indian Single Malt Whisky launched in 2016 and it has been very well received by the global consumers. We are very proud of our Indian heritage and want to share this Indian-ness with Malt Connoisseurs across the world. In our endeavour to delight your pallet with the finest and exotic Indian flavours, we have been experimenting with various elements. We are striving to make each expression of RAMPUR Indian Single Malt Whisky something to look forward to and to cherish. Rampur is distilled in traditional copper pot stills in the oldest distillery in India, dating from 1943 with 77 years of distillation expertise. The Himalayas provide polar opposite of climate conditions throughout the year with the flavour of the famous Indian summer giving Rampur an added dimension and depth. Rampur is a non-chill filtered single malt, distilled and matured in the foothills of the Himalayas. As Indian whisky matures significantly faster than Scotch and Irish whiskies, Rampur benefits from a smooth, mellow taste with a long lasting finish. Our Master Blender, Mr. Anup Barik, comes from a family of Indian Master Blenders and has decades of experience in blending and instrumental in creating many successful brands for Radico.

Different expressions of Rampur Indian Single Malt



Rampur Select

The Genesis – Rampur Select Indian Single Malt Whisky Non-Chill Filtered.

Indulge in the rich Indian heritage and enduring traditions of the Maharajas. Aged in the foothills of Himalayas, this exquisite whisky is the Kohinoor of Single Malts. This beautiful nectar is a winner of many international awards including the Double Gold Medal at San Francisco Spirits & Wine Competition, USA.

Tasting Notes

Nose
Rich fruity top note, toffee in the background, floral, honey, dried fruits and a hint of spice.

Palate
All round balanced taste with malty & creamy vanilla. Hint of fruits like apricot & apple with sweet & winey taste.

Finish
Rampur Single Malt shines in all its glory in beautiful golden amber, leaving your taste buds with a Rich and Long finish.

Rampur PX Sherry

Rampur PX Sherry Finish Indian Single Malt Whisky Non-Chill Filtered – A limited 48 Casks release.

A few exceptional casks of Rampur Single Malt Whisky post maturation in American Oak were handpicked by our Malt Master and transferred to PX Sherry Butts from Jerez, Spain for further maturation. The result is a rich and fruity whisky with layers of complex spice and dried fruit.

Tasting Notes

Nose
A flare of sweet spiced aroma evoking the nostalgic notes of toffee, dried fruits and cinnamon; a dash of creamy vanilla and rain forest honey follows.

Palate
Sweet caramel twirled with layers of spices entices the taste buds to detect winey texture & mouth feel.

Finish
Long finish with dried fruits; complementing the vanilla & honey after taste.



Rampur Signature Reserve

A Pause in time: Rampur Indian Single Malt Whisky – Signature Reserve, a gift from time to the true connoisseurs of taste and luxury.

The Pursuit of Perfection: This Limited Edition Whisky was put to age peacefully in American Standard Oak Barrels for an extended period of time, withering many Indian Summers. These four unique casks, handpicked and reserved for the Master Maker, were then transferred in specially selected PX Sherry Butt from Jerez, Spain for its final years of maturation.

An Extraordinary Journey: One of the Oldest Single Malt from India, has stood tall through changing times and weather. It has aged gracefully through the Himalayan chill and sweltering North Indian heat, whilst keeping the greedy angels well fed. Starting the beautiful journey at 63% abv, Rampur Signature Reserve smoothed and matured to a mellow 43.9% to savour.

Tasting Notes

Color
Rich dark amber colour with a reddish mahogany hue.

Nose
Wonderful intense notes of rich PX sherry, creamy vanilla & sweet toffee to start with, then slowly revealing the spicy note of cinnamon, dark dried fruits, Indian forest honey, nutty, tropical fruits and oaky notes.

Palate
Immensely rich & creamy mouth coating followed by extra layers of sultanas, toffees, Christmas pudding and burnt cinnamon.

Finish
Lingering & satisfying. Dried fruits & oaky spiciness retains a lasting foothold.

Experience
True Luxury to sensorial pleasure.

Rampur Double Cask

Another jewel in the collection is the Rampur Double Cask Indian Single Malt Whisky Non-Chill Filtered. This beautiful expression is crafted by maturation in handpicked American Bourbon barrels & European Oak sherry casks.

Delicate balsamic vanilla notes from the American white oak compliment the full-bodied aroma; Rich caramel, dried dark fruits and spicy tonality from European oak add to the depth.

Tasting Notes

Nose
Full-bodied aroma of tropical fruits, smooth malty tones and oaky notes from double oak-wood barrels create an aura of flavors.

Palate
Lustful elegance of sweet fruits; riding on rich sherry for a blissful nirvana.

Finish
Tantalisingly long, lingering and generous.



Rampur ASAVA

Matured in American Bourbon barrels and meticulously perfected in Indian Cabernet Sauvignon casks for the first time in History resulting in a unique expression with an impeccable balance.

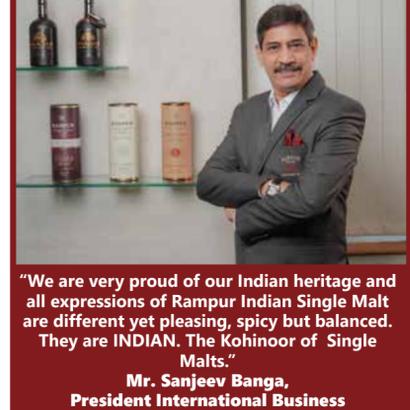
This latest expression of Rampur is a royal marriage that is beautifully made in heaven. We have taken the Indus route and perfected this golden nectar in Indian red wine casks.

Tasting Notes

Nose
Notable tropical fruity note of Rampur with added notes of apricot, blackberry & plum followed with a faint hint of tobacco and spices.

Palate
Velvety, manuka honey sweetness highlighted by spicy oak, vanilla and balanced with dryness from Indian red wine.

Finish
The Indian trail lingers with a medium finish.



"We are very proud of our Indian heritage and all expressions of Rampur Indian Single Malt are different yet pleasing, spicy but balanced. They are INDIAN. The Kohinoor of Single Malts."
Mr. Sanjeev Banga,
President International Business



"Well begun is half done and this goes with Rampur Indian Single Malt Whisky Expressions really well. Though we are very new to this more than 500 years old industry, however we left an lasting impression with our unique aroma, taste, finish and packaging wherever we showcased our Expressions. This is only the beginning and we promise we will surprise our customers and experts with innovative Whiskies like ASAVA we did this year"
Mr. Anup Barik,
Master Blender



It gives an immense pleasure to carry the Indian flag high, when you get a pleasant feedback, recognition and respect for Rampur Indian Single Malt in which whichever country we travel, well accepted and appreciated across the globe. It justifies the hard work and perseverance gone in the making of the malt and the brand"
Mr. Kunal Madan,
Vice President, International Marketing

Availability of Rampur in International and Indian markets.

Rampur is available in over 50 countries including USA, UK, France, Australia, Dubai

Approved testimonials



IAN BUXTON:
Thank you for the opportunity to try this distinctive, well mannered & supremely balanced single malt. A great achievement and something of which to be truly proud! Congratulations.

Publication	Name	Notes	Comments from published/article
1. 101 Whiskies To Try Before You Die	Ian Buxton	Asava is the business, funky spices. Go Asava!	Comments from Tasting
2. WhiskyMax	Charles MacLean	Honestly it's been a wonderful tasting and your four expressions are beautifully put together. They are magnificently tasting whiskies. The day before tasting them I had a zoom call with my brother and some friends in Perth, W. Australia. They were doing a convivial whisky tasting, including Rampur, which came out as the favourite! Well done!	Comments from Tasting
3. The Independent	Nick Moyle	Just a quick 'thank you' from me for the tasting session yesterday It was genuinely one of the best I've been on all year, helped by a fantastic range of whisky. Rampur Cask tastes of sunshine Double Cask sets off the whole mouth with flavour Asava's alive! Spicy fireworks with the off with the tannins pulling the flavour in all the right directions. Nice and creamy too. The whisky is great. A proper 'family' of whiskies with interesting variations across the four expressions... I found myself pouring some more in the evening to enjoy!	Comments from Tasting
4. Whiskeria/ Whisky Quarterly	Dominic Roskrow	What an absolutely fantastic virtual whisky tasting with Rampur to mark the start of Diwali, the Hindu festival of light. All four whiskies were stunning. So good in fact that I'm buying two in for Christmas	
5. Spectator Life	Simon de Burton	If you think the name 'Rampur' has more of an Indian ring to it than a Scottish one, you're right – this single malt hails from the foothills of the Himalayas where the Rampur distillery was established 78 years ago, making it the oldest in India. This special 'double cask' bottling was matured in a combination of American bourbon barrels and European sherry casks, resulting in a rich colour and a suitably festive hint of caramel and spice.	Published on Spectator Life online