



Media Release

NLC Presents Second Annual Whiskies of the World

St. John's, NL, November 23, 2011- Newfoundland Labrador Liquor Corporation (NLC) is pleased to present the second annual Whiskies of the World on November 25th at The Delta Hotel St. John's from 7:00pm-10:00 pm.

This show will highlight over 110 products including: Canadian, American, Irish, and Scotch Whiskies. It will also provide suppliers with the opportunity to help educate consumers on the various forms and characteristics of this robust spirit, focusing on a smaller, intuitive clientele.

Vicki Colbourne, Category Manager-Spirits, Beer & Ready-to-Drink at NLC stated:

"This is a premium tasting event for consumers with any level of whisky knowledge. Consumers will have the opportunity to sample whisky from all over the world and there's something for everyone in terms of price range and style. This year we have doubled the product selection, offering over 100 products for consumers to try with close to half of these being new to the Newfoundland market."

A very limited number of tickets remain for sale at Topsail Road and Howley Estates Liquor Store locations at a price of \$65.00+HST. This not only includes the opportunity to sample numerous products but also a \$10.00 taxi voucher and a free 375ml bottle of Jameson Irish Whiskey with any purchase from the Whiskies of the World store.

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