

THE BUSKER: THE SINGLE COLLECTION CHANGES ITS LOOK AS THE NEW SMALL BATCH RELEASE ENRICHES THE RANGE OF OUR IRISH WHISKEY OFFERING



True whiskey lovers cannot sleep on this news: the restyling of **The Busker Single Collection** marks an important moment for **Illva Saronno**'s very own Irish Whiskey. A brand that has achieved great results in recent years in terms of awareness, sales, and international recognition, now chooses to revolutionize the design of its bottles and labels without compromising the

quality and authenticity of its fine spirits.

New Look, Same Excellence

The new bottles of the collection strike a perfect balance between modernity and tradition, starting with the choice to highlight some embossed text on the glass, celebrating the origin of this whiskey: the address of **Royal Oak Distillery**, in County Carlow, Ireland.

The attention to detail is also evident in the new labels, which feature the unique characteristics of each reference in the Single Collection, adorned with gold foil elements printed on a rough-finish paper, a fine blend of elegance and authenticity.



This restyling represents an opportunity for **The Busker** to visually renew itself while reaffirming its commitment to offering products that stand out for their complexity and depth.

What truly makes **The Busker's Single Collection** special is the artisanal process behind each bottle, resulting in a complete range with well-defined taste profiles, from fruity and sweet notes to more robust and smoky tones, capturing the very essence of Irish whiskey tradition.



Alongside this significant restyling effort, there is also a major product innovation: the launch of the references of the **Small Batch Double Aged**, which represents the pinnacle of the art of whiskey distillation and maturation.

This range is the result of a meticulous **double aging** process, giving the whiskeys unparalleled organoleptic and sensory complexity. Initially aged in American oak ex-bourbon barrels, the **Small Batch** whiskeys are then transferred to

Oloroso sherry casks (Single Malt and Single Pot Still) or Marsala Florio casks (Single Grain) to complete their structure, resulting in a balanced and intense profile.

The Small Batch Double Aged range by The Busker thus celebrates the synergy between tradition and innovation, offering connoisseurs a unique and sophisticated tasting experience, the best expression of what Royal Oak Distillery has to offer in the category.

