

ESTD 1830

# TALISKER™

## MADE BY THE SEA

### **British team crowned winners of the Talisker Whisky Atlantic Challenge 2019 - the 'World's Toughest Row'**

- **British team, Fortitude IV, have been crowned winners of this year's Talisker Whisky Atlantic Challenge**
- **The four-man boat completed the 3000-mile Atlantic crossing in 32 days 12 hours and 35 minutes from La Gomera in the Canary Islands to Antigua in the Caribbean**
- **The four long-time friends attest 'some of the scariest moments of [our] life' but 'memories that will last a lifetime'**
- **The team witnessed incredible wildlife, as well as extreme challenges including capsizes (72 hours from shore), sores and 12 metre waves**
- **The winning team stormed into English Harbour at a phenomenal speed of 7 knots – more than double the average speed for the race**
- **This year, Talisker will enjoy a double-celebration, with one of the winning rowers, Ollie Palmer, also a Diageo employee**
- **The next boat is due to arrive into Antigua within 48 hours, with the remaining fleet following between 1-65 days behind**
- **Talisker are excited to announce their renewed sponsorship of the Talisker Whisky Atlantic Challenge for the next two years**

British four-boat, Fortitude IV have been crowned winners of this year's Talisker Whisky Atlantic Challenge – the world's toughest rowing race.

The four friends – Ollie Palmer, Tom Foley, Hugh Gillum and Max Breet – completed the 3000-mile rowing race in 32 days, 12 hours, 35 minutes, arriving into English Harbour, Antigua on 13 January 2020 – the first dry land the team have seen since departing from La Gomera in the Canary Islands, over one month ago, on 12<sup>th</sup> December last year.

It was not an easy crossing for the winning team - this year's weather conditions were tough and there was a close rivalry with Australian four-boat, Rowed Less Travelled, who are due to arrive in Antigua within the next 48 hours.

The team endured some of the strongest winds ever experienced by the race - causing waves up to 12 metres in height, broken oars, capsizing as well as sores and bruises.

But alongside extreme weather conditions, the participants have also experienced incredible wildlife sightings during their voyage – witnessing both highs and lows of mother nature during this elemental adventure. Whales, orca and repeat sightings of flying fish jumping over their boat and even hitting rowers' heads – Fortitude IV reported a pod of dolphins and sea turtles circling around their boat on Christmas Day – such sightings lifting spirits on this epic journey. The natural wonders combined with the challenge of both mental and physical endurance result in a life-changing achievement – and affirm the rowers' motivations for entering.

Elsewhere in the fleet, 9 boats are expected to finish within the next week, with some of the solo boats predicted to spend up to 8 more weeks at sea.

Talisker Whisky have sponsored the Atlantic Challenge for six years and share the same love for adventure and the world's oceans. Talisker has a rich history with the sea – in 1830 Talisker Whisky was founded by the MacAskill brothers who rowed from Eigg to Skye to find the perfect spot for their distillery in Scotland. Just like the Talisker distillery, this row represents what it means to be made by the sea.

Talisker are excited to announce their continued sponsorship of the Atlantic Challenge and have renewed their partnership with the race for two years.

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**Speaking in Antigua after the race Ollie Palmer and Hugh Gillum of Fortitude IV said:**

*OP: "It feels amazing – words won't be able to sum up how we feel, what we've just gone through and then seeing friends and family just now. The memories we have out there will last a lifetime. With all that time on the ocean, you definitely realise what is important to you.*

*"The most amazing thing I saw was this incredible array of stars – all moving along in a line like a train – there must have been 200 or 300 stars. That for me was the most incredible thing I saw – along with lots of wildlife; dolphins, whales and turtles."*

*HG: "Being on the ocean in quite an extreme context, strips back all the noise and makes you realise what is really important to you. You have a lot of time to think out there – with no distractions – and that inspires you in different ways.*

*"It was an amazing thing to have done – we set off thinking it was a once in a lifetime thing and we can certainly maintain that position. The sum of all the parts is incredible – from seeing the shooting stars, to the arrival here tonight, and the support from all of our family and friends. There are tough times that we perhaps would wish away slightly but standing here now [in Antigua] we just think that the sum of all those parts is incredible."*

**Natalia Montigny, Head of Global Marketing for Talisker commented:**

*"We are absolutely thrilled to welcome Fortitude IV into English Harbour in Antigua as the winners of this year's Talisker Whisky Atlantic Challenge. I am personally proud of my dear friend and colleague, Ollie Palmer, for him and his teammates to have accomplished this unbelievable achievement, unthinkable to most. Talisker joins their family and friends in celebrating these Wild Spirits and know that their journey will inspire others to embrace their inner-adventurer and reconnect with nature and the things that matter most."*

**CEO of Atlantic Campaigns, Carsten Heron Olsen said:**

*"Our winning team – Fortitude IV with Tom, Ollie, Hugh and Max – have, from the beginning, done incredibly well. I salute them, and we are, as every year, blown away by our teams' determination and capability to make what seems impossible, possible – rowing 3000 miles across the Atlantic Ocean.*

*"The first team arriving into English Harbour, Antigua, is the greatest time of year. To see our rowers' faces, their expressions, the way they have changed... as one of our rowers said in La Gomera 'the journey is the start of a new beginning' and it is."*

ENDS

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### *Notes to Editors*

#### **TALISKER**

The TALISKER distillery is battered by the elements on the windswept coast of the Isle of Skye and is one of the most remote distilleries in Scotland. It was founded in 1830 by Hugh and Kenneth MacAskill, and the distillery has been in near-constant operation ever since. Talisker 10 year old, Talisker Skye and Talisker Storm are widely distributed while Talisker 18 year old, Talisker Distiller's Edition and Talisker Port Ruighe can be found in specialist stores. See [www.malts.com](http://www.malts.com) and [www.facebook.com/Talisker](http://www.facebook.com/Talisker) for more information. The TALISKER, TALISKER STORM, TALISKER PORT RUIGHE, TALISKER SKYE words and associated logos are trademarks. © DIAGEO 2018. Talisker 10 year old and Talisker Storm were recently awarded Double Gold at the 2018 San Francisco World Spirits Awards. Talisker 10 year old was also awarded Best in Category. Talisker has a heritage rooted in adventure, in 1830 its founders the MacAskill brothers crossed the Atlantic Ocean from the Isle of Eigg to establish the TALISKER distillery on the shores of Loch Harport on the Isle of Skye. It has remained there ever since, producing consistently fine whiskies for almost 200 years.

As a whisky Made By The Sea, we want to do our part to protect our oceans, the most important ecosystem of our planet. We believe the power for change lies in the hands of the consumer and brands and as such, Talisker is currently undertaking initiatives to improve its environmental performance. To date, the Talisker distillery has reduced energy by 12%, improved water efficiency by 22%, achieved zero waste to landfill and is constantly exploring new innovative uses of natural resources, including using sea water for cooling water which can help reduce demand for freshwater during warmer months on Skye. Talisker is equally committed to improving the sustainability of its packaging, including opportunities to reduce weight of materials, increase the recycled content and ultimately, to remove plastic almost entirely from its primary packaging by 2020. The initiatives currently underway to improve Talisker's environmental performance are aligned with Diageo's industry leading environmental targets for 2020 which include halving its carbon emissions and improving its water efficiency by 50% by 2020.

#### **TALISKER 10 YEARS OLD**

Talisker 10 Years Old is much-loved with a smooth and smoky finish. Double distilled to create a rich, deep character embodying maritime characteristics of a coastal whisky, it is one of the most awarded Single Malt Scotch Whiskies in the world. This single malt has a sea-salty nose and famously rich and powerful peat-smoke flavour, leaving a warm peppery taste at the back of the mouth.

#### **TALISKER SKYE**

Talisker Skye pays homage to the Isle of Skye's majestic landscape and coastline. The liquid has been made from a combination of hand selected toasted and refill American oak casks, that accentuate the sweet, citrus notes of Talisker. The result is a Talisker expression that opens with welcoming, smoky sweet notes, developing into deep maritime flavours and culminating in a powerful, spicy conclusion.

#### **TALISKER STORM**

Talisker Storm is crafted to enhance the distillery's signature smoky and briny flavours, Talisker Storm displays characteristics of the tempestuous seas of its home on the Isle of Skye. It is spicy on the nose, with a hint of struck matches, brine and an oily explosion of pepper. On the palate a deep, nutty smokiness is followed by a hit of wood and brine, finishing with a smooth aftertaste of peaty burnt embers.

#### **DIAGEO**

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com). Celebrating life, every day, everywhere.

**TALISKER™****MADE BY THE SEA****ATLANTIC CAMPAIGNS**

Atlantic Campaigns is the official race organiser and the company behind the Talisker Whisky Atlantic Challenge. Without Atlantic Campaigns the Talisker Whisky Atlantic Challenge would not be possible. Working alongside some of the planet's best ocean rowing advisors, Atlantic Campaigns make dreams a reality and challenges conquerable. The main goal for Atlantic Campaigns is to make The Talisker Whisky Atlantic Challenge the best organised rowing event in the world. For more information please visit – [taliskerwhiskyatlanticchallenge.com](http://taliskerwhiskyatlanticchallenge.com)

The full list of teams competing in the Talisker Whisky Atlantic Challenge 2019

<b>SOLOS</b>	<b>PAIR</b>	<b>TRIO</b>	<b>FOURS</b>	<b>FIVES</b>
1. TheSw2iss	1. Atventure	1. Broar	1. The Atlantic Maverick	18. Ocea
1s	2. The Seablings	2. Team Margou	s	n Five
2. White Rows	3. Hell	t	2. Oarsome Foursome	19. Felix
3. Atlantic One	or High Water		3. Atlantic Ambition	Five
4. Team	4. Row Off the Wall		4. Atlantic Guardsman	
Doddle	5. Atlantic Dream		5. All Oar Nothing	
5. Team Maktu	Challenge		6. Bucks Buoys	
b	6. Van Durme Brother		7. Dora Bros	
6. D7	s		8. Fortitude IV	
7. Watering the	7. Resilient:X		9. RowHHome	
Mind			10. Ancient Mariners	
			11. Rowe Less Travelled	
			12. Row For Life	
			13. Swiss Ocean Dancers	
			14. Force Atlantic	
			15. HM Oardacious	
			16. Row for Veterans	
			17. Fight or Die	