

Press release

BRITISH HEAVY METAL MEETS GERMAN WHISKY ART

ST KILIAN DISTILLERS DEDICATES THE NEXT HEAVY METAL EDITION TO THE LEGENDARY BAND JUDAS PRIEST

WITH THE SINGLE MALT EXPRESSIONS "50 HEAVY METAL YEARS" AND "ANGEL OF RETRIBUTION", GERMANY'S LARGEST WHISKY DISTILLERY CELEBRATES 50 YEARS BAND HISTORY WITH JUDAS PRIEST

Rüdenau, September 2022

One of the biggest bands in heavy metal, Judas Priest, is celebrating its 50th anniversary. Few metal bands have built such a lasting name for themselves in the scene as the Brits. They were the first to exclusively wear leather and studs, creating a look that was embraced by metal fans around the world. Accompanied by numerous awards, Judas Priest's success continued steadily since the 1970s. In 2018, they reached an absolute peak in their metal career with their legendary album "Firepower". Postponed by the ongoing Covid-19 pandemic, Judas Priest is celebrating their 50th anniversary in 2022 and is delighting fans all over the world with a sensational concert tour. Reason enough for St Kilian Distillers to dedicate another heavy metal edition with two exceptional bottlings to the legendary band from Birmingham. The "**50 Heavy Metal Years**" Anniversary Edition, limited to 12,300 bottles, got its unique character from barley malt that was gently smoked over beechwood fires. The four-year-old, smoky single malt was largely matured in ex-bourbon casks and was married with whiskies from ex-rye and ex-brandry Jerez casks, which contribute a creamy fruit sweetness to the wood smoke. For the strictly limited "**Angel of Retribution**" edition, on the other hand, **ultra heavily peated** barley malt with 91 "parts per million" (ppm) was used, which comes directly from the Scottish Highlands and embodies heavy metal in its purest form. A total of 950 bottles were filled of this four-year-old single malt, which received a unique full maturation in French 300-litre ex-Pineau des Charentes casks and offers a true taste explosion of peat smoke, fruit and spice. These two special Judas Priest Heavy Metal Editions will be available from **25 September 2022**.

HEAVY METAL GOES WITH ST KILIAN

Andreas Thümmeler has been a fan of the British heavy metal band since his youth. "Songs like Turbo Lover, Metal Gods and Breaking the Law remain unforgettable for me even after 50 years. Therefore, it was immediately clear that there had to be a St Kilian Heavy Metal Edition to celebrate Judas Priest's 50th anniversary," says the founder and owner of St Kilian Distillers. Thümmeler didn't hesitate for a minute when Global Merchandising Services Limited, one of the world's largest exploiters of merchandising rights in the music and entertainment industry, approached St Kilian Distillers about licensing Judas Priest whisky. After the great success of the first St Kilian Heavy Metal Edition, Grave Digger, metal fans and whisky enthusiasts alike will once again get their money's worth.





USE OF SMOKED AND PEATED MALT

The basis for the "50 Heavy Metal Years" Anniversary Edition is special barley malt from Germany, which gets its distinctive flavour from gentle kilning over beechwood smoke. "With this lightly smoked malt, we get a fine but noticeable smoky note in the whisky. In addition, the brandy casks from Jerez used contribute a creamy-sweet fruitiness as an ideal complement to the bourbon and rye notes," explains master distiller Mario Rudolf. Inspired by the hymn "Lochness" from the Judas Priest album "Angel of Retribution", the extremely heavily peated heavy metal bottling of the same name was created. This was produced with ultra heavily peated barley malt, which is sourced directly from Scotland. "The fruity aroma, the unique taste and the high quality of the Pineau des Charentes casks convinced us completely and tipped the scales in favour of this limited edition," Rudolf reveals.



SALES START ON 25 SEPTEMBER 2022

Both Judas Priest single malt heavy metal whiskies are neither coloured nor chill-filtered and are bottled in the 0.7-litre bottle with black metal-look label used exclusively for the metal series. The RRP for end consumers is €59.90 for the mildly smoky "50 Heavy Metal Years" and €99.90 for the ultra-heavily peated "Angel of Retribution" single malt whisky. The release date for both editions is Sunday, 25 September 2022 from 7:00 p.m. in the St Kilian online shop. While the 50th anniversary edition will later also be available for sale at many specialist retailers, the "Angel of Retribution" edition will be available exclusively at St Kilian online and – subject to sufficient availability – also at the distillery's visitor centre shop. In addition, the "50 Heavy Metal Years" Anniversary Edition will be presented live from the stillhouse of Germany's largest whisky distillery – along with many other new releases – on Saturday, 15 October at 7:00 p.m. as part of the big online whisky tasting and will be tasted together with the participants. More information about the online whisky tasting at www.stkiliandistillers.com.

TASTING NOTES

JUDAS PRIEST - 50 HEAVY METAL YEARS



Judas Priest – 50 Heavy Metal Years



COLOUR

Bright gold

NOSE

Delightfully fruity notes of juicy apricots, accompanied by sweet vanilla, a hint of barley malt and finely spicy oak, are perfectly wrapped in warming wood smoke notes.

PALATE

Creamy-sweet and immediately pleasantly warming, with grilled apricot, vanilla cream and malty sweetness, which is accompanied by a subtle peppery note with a touch of oak spice and dry wood smoke.

FINISH

Comfortably warming with creamy yellow fruit, roasted malt as well as dry ash notes and a finely spicy oak structure that lingers for a long time.

ALCOHOL STRENGTH

47 % vol

R.R.P

€59.90 (0.7 l)



JUDAS PRIEST - ANGEL OF RETRIBUTION



Judas Priest – Angel of Retribution

COLOUR

Amber

NOSE

Intense warming peat smoke in harmony with sweet fruit notes of yellow plums and red grape jelly, accompanied by ash notes, some soot and spicy oak with menthol in the background.

PALATE

The velvety fruit sweetness of juicy oranges and yellow plums combines with spicy oak, white pepper and fine marzipan in wrapping peat smoke with a fine ash note to create a true taste explosion.

FINISH

The creamy-spicy melange of fruit jam and oak tannins lingers for a long time with the pleasantly warming peat smoke, dry ash notes and a hint of almonds.



ALCOHOL STRENGTH

49 % vol

R.R.P

€99.90 (0.7 l)

ABOUT JUDAS PRIEST

Judas Priest from Birmingham are considered one of the biggest and most influential bands in heavy metal. Originally founded as a blues band in 1969, Judas Priest turned to heavy metal from the mid-1970s. With numerous albums and hits such as "Breaking the law", "Living after midnight" or "Painkiller", they have left their unmistakable mark on the metal music scene for 50 years now and reached an absolute peak in their metal career with their legendary album "Firepower" in 2018. This year, Judas Priest were inducted into the Rock And Roll Hall Of Fame and received the "Musical Excellence Award". To celebrate their 50th anniversary, a limited edition box set containing all of the official live and studio albums plus 13 previously unreleased CDs was released in 2021 from the band's vast archives. Concerts are planned for 2022/2023 in Germany, Spain, the US, Scotland, Finland, Sweden and Italy, among other countries. For further information, visit www.judaspriest.com.

ABOUT GLOBAL MERCHANDISING SERVICES LIMITED

Global Merchandising Services Limited is one of the world's largest exploiters of merchandising rights in the music and entertainment industry. The company develops unique and innovative international merchandising programmes and holds licences from a wide range of internationally successful individual artists, music bands as well as entertainment events. Led by Barry Drinkwater, Founder and Executive Chairman, and with offices in London and Los Angeles, California, Global Merchandising Services Limited's roster includes music groups such as One Direction, Judas Priest, Motörhead and Iron Maiden to characters and brands such as The Emoji Company, Capcom as well as entertainment brands such as Universal's "Jurassic World" and Rovio's "Angry Birds".

ABOUT ST KILIAN DISTILLERS GMBH

Germany's largest whisky distillery from the Lower Franconian town of Rüdenua near Miltenberg on the River Main produces top-class whisky, which has been awarded numerous gold medals at the most prestigious whisky competitions around the globe. In addition, awards such as "Distillery of the Year" and "Whisky of the Year" testify to the international top level at which the still young distillery, founded in 2012 by the investment banker Andreas Thümmeler, now operates with its whiskies. St Kilian Distillers supports the responsible use of alcohol, which you can find out more about at <https://www.massvollgeniessen.de/>. For more company and portfolio information, visit www.stkiliandistillers.com.

