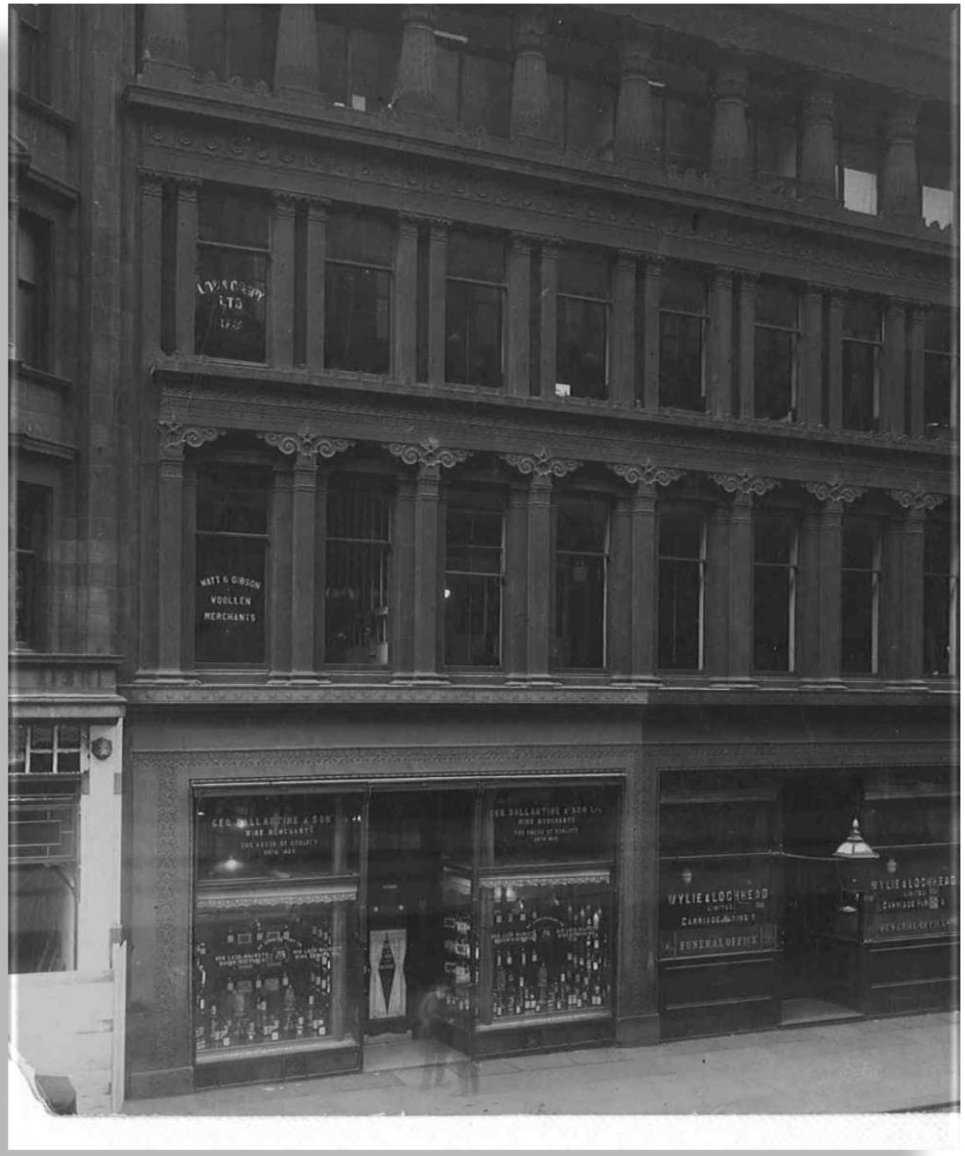
Chivas Brothers
Pernod Ricard

Ballantine's Historical Timeline Since 1809

THE ARCHIVE
On this we build



Ballantine's

1809 Birth of George Ballantine, March 19.

1822 George Ballantine starts grocer apprenticeship with Andrew Hunter at the age of 13.

1827 George Ballantine opens grocery shop in Edinburgh's Cowgate.

1831 George Ballantine moves business to 57 Candlemaker Row.

1836 George Ballantine moves business to 67 South Bridge trading as wine merchants and grocers and starts selling whisky and spirits.

1842 George Ballantine marries his first wife, Isabella Mann. They had three sons, Archibald, George and Daniel.



George Ballantine

Ballantine's

1843 George Ballantine advertises whisky for the first time in 'The Scotsman'.

1851 George Ballantine moves business to Market Square, Kelso.

1853 George Ballantine advertises pure malt whisky and plain whisky.

1857 George Ballantine offers free delivery within 10 miles. Ben Nevis Whisky, fully matured by age. Finest Toddy Whisky.

1869 Ballantine family businesses in Edinburgh and Glasgow. George Ballantine established as a blender of Scotch whisky.

1879 The press describes George Ballantine and Son as 'having cultivated a high reputation as blenders of Ballantine's Fine Old Highland Whisky.



George Ballantine's Edinburgh Shops

Ballantine's

1881 Ballantine's shops and warehouses were exporting Ballantine's blended whisky to a worldwide market. George Ballantine retires.

1891 Death of George Ballantine, April 23.

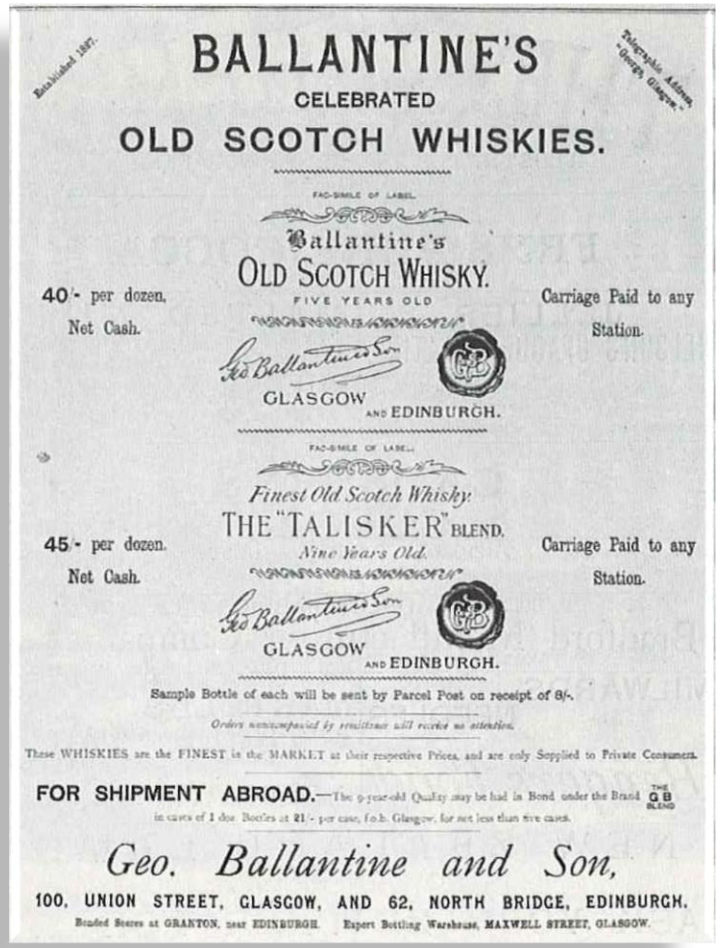
1895 Queen Victoria awards Royal Warrant to George Ballantine & Son.

Archibald Ballantine (George's son) opens up shop in Princess Street that lasted until 1938.

1904 George Ballantine seal and signature registered as trademark in USA.

c1910 Ballantine's Finest is introduced.

1922 The Ballantine name lives on despite no more family involvement after the sale of the business to Barclay and McKinlay.



BALLANTINE'S

CELEBRATED

OLD SCOTCH WHISKIES.

Ballantine's

OLD SCOTCH WHISKY.

FIVE YEARS OLD

40/- per dozen, Net Cash. Carriage Paid to any Station.

GLASGOW AND EDINBURGH.

Finest Old Scotch Whisky.

THE "TALISKER" BLEND.

Nine Years Old.

45/- per dozen, Net Cash. Carriage Paid to any Station.

GLASGOW AND EDINBURGH.

Sample Bottle of each will be sent by Parcel Post on receipt of 8/-.

These WHISKIES are the FINEST in the MARKET at their respective Prices, and are only Supplied to Private Consumers.

FOR SHIPMENT ABROAD.—The 9-year-old Quality may be had in Bond under the Brand G B BLEND in cases of 1 doz. Bottles at 21/- per case, f.o.b. Glasgow, for not less than five cases.

Geo. Ballantine and Son,

100, UNION STREET, GLASGOW, AND 62, NORTH BRIDGE, EDINBURGH.

Bonded Stores at GRANTON, near EDINBURGH. Export Bottling Warehouse, MAXWELL STREET, GLASGOW.

C1890 Ballantine's Advertisement

Ballantine's

1930s David Niven hired as salesman and dubbed "Our First and Worst Salesman".

Ballantine's 17 YO and 30 YO introduced.

1935 Jack Kriendler and Charlie Burns formed 21 Brands Incorporated that played a key role in positioning Ballantine's as one of the most popular brands in the U.S.

Hiram Walker acquires Ballantine`s from Barclay andMcKinlay.

1936 Glenburgie and Miltonduff distilleries acquired.

1938 Ballantine's receives Grant of Heraldic Arms, recognising the brand as an 'incorporation noble on the Noblesse of Scotland', Coat of arms on every bottle since.

Dumbarton grain distillery opens.

1940s Sales of Ballantine's increase following WWII.



Ballantine's Coat of Arms

Ballantine's

1941 SS Politician ran aground near the island of Eriskay with Ballantine`s whisky on board.

1953 Ballantine's Liqueur Blended Scotch Whisky renamed Ballantine's Finest Scotch Whisky.

1959 Geese begin watch at Dumbarton. 1959.

1961 Ballantine's Home Trade sales up by 28% on previous year to 47,875 cases of which 20,715 were sold in Scotland.

1968 Ballantine's receives Queen's Export Award for Export Achievement.

1972 The Good Life advertising campaign is launched and ran for almost 20 years.



Scotch Watch at Dumbarton Warehouses

Ballantine's

1977 Kilmalid blending plant opens.

1982 Kilmalid bottling plant opens.

1986 Ballantine's enters world's top three best selling whiskies.

1990 Spain breaks million case barrier for Ballantine's Finest.

1994 ADL presented with Queen's Award for Export Achievement following earlier commendations in 1968 and 1986.

1995 Ballantine's Finest 'Urban High' campaign brought snowboarding competitions to city centres supported by leading musicians.



Ballantine's sales continue to rise during the 1980s and 1990s.

Ballantine's

2002 Ballantine`s Finest "Go Play" campaign is launched.

2003 Allied Distillers wins the Distiller of the Year award in the International Wines and Spirits competition for the third time in 7 years.

2005 Pernod-Ricard purchases Allied Domecq, and with it, Ballantine's.

Sandy Hyslop becomes master blender.

2007 Ballantine's becomes the second best selling whisky in the world.

Ballantine`s becomes an official sponsor of the Barclays Scottish Open Golf.

2009 Ballantine`s wins Gold awards in all 6 categories at Whisky Master awards.

2010 Bottle of Ballantine`s Whisky from the SS Politician sells for £4,200 at auction.



Sandy Hyslop

Ballantine's

2011 George Ballantine Room opens at Glenburgie distillery.

Ballantine's sells over 1,000 K 9L cases in France.

2012 Ballantine's sells over 100 K 9L cases in Chile.

2013 Ballantine's Finest is re-packaged.

2016 Ballantine's Finest sells 6 million 9 litre cases on a 12 month rolling basis for the first time in December. Combined with Ballantine's Prestige range, the overall volume is 6.7 million 9 litre cases, the highest volume ever achieved by the brand.



Ballantine's Finest New Carton and Bottle, 2013

Ballantine's Owners

1827 George Ballantine – Edinburgh.

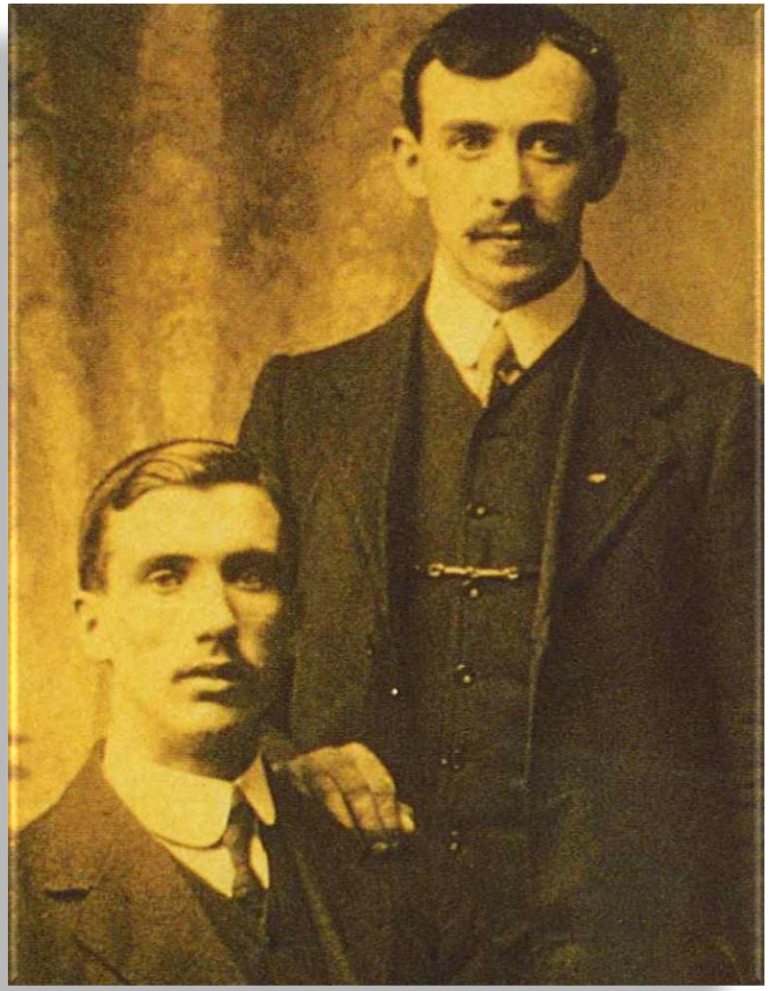
1869 George Ballantine, Archibald Ballantine, George Ballantine the Younger under the name George Ballantine and Son -business expanded to Glasgow.

1891 Archibald Ballantine and George Ballantine the Younger.

1893 George Ballantine the Younger and George Ballantine (III) under the name George Ballantine & Son.

1918 George Ballantine the Younger and George Ballantine (III) under the name Geo. Ballantine & Son Limited and subsequently George Ballantine & Son Limited.

1919 Barclay and McKinlay acquire George Ballantine & Son Limited – Glasgow.



Barclay and McKinlay

Ballantine's Owners

1922 Barclay and McKinlay acquire Geo. Ballantine & Son – Edinburgh.

1935 Hiram Walker acquires Ballantine's from Barclay and McKinlay.

1987 Merger of Hiram Walker and Allied Vintners, a subsidiary of Allied Lyons.

1988 Allied Distillers formed to harness the Scotch Whisky brands owned and marketed by George Ballantine & Son, William Teacher & Sons and Stewart & Son of Dundee.

1995 Allied Lyons purchases Spanish Drinks Giant Domecq to form Allied Domecq.

2005 Pernod Ricard acquries Allied Domecq.



2005

Ballantine's Master Blenders

c1850

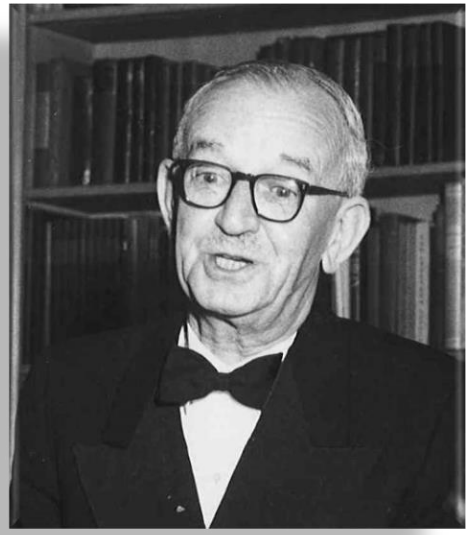
George Ballantine started selling whiskies from his shop in Edinburgh in the late 1830's. He would have started creating his own blended whisky about the same time as Andrew Usher in the 1850's. His knowledge of malts and the effects of ageing on quality and flavour, his attention to detail, and his choice of whiskies resulted in a range of highly-praised whiskies noted for their smoothness.

1881

George Ballantine passed on his knowledge of blending to his son's and retired in 1881. George Ballantine's sons (Archibald and George the younger) and Archibald's son, (George III) ran the business from 1881 until it was sold in 1922. They continued the tradition of producing George Ballantine's smooth and reputable blended whiskies. Archibald retired in 1893. George (the younger) and his nephew George (III) continued to run the business until it was sold in 1922. They introduced Ballantine's Finest in c1910.

1922

James Barclay and Robert McKinlay bought the business in 1922. They were directly involved in the blending of Ballantine's whisky along with their associate, James Horn. James Barclay and James Horn worked with George Robertson to produce Ballantine's 17 years old in 1937 that was first released in 1938.



James Horn



George Robertson

Ballantine's Master Blenders

c1937 George Robertson became the first master blender of the Hiram Walker era.

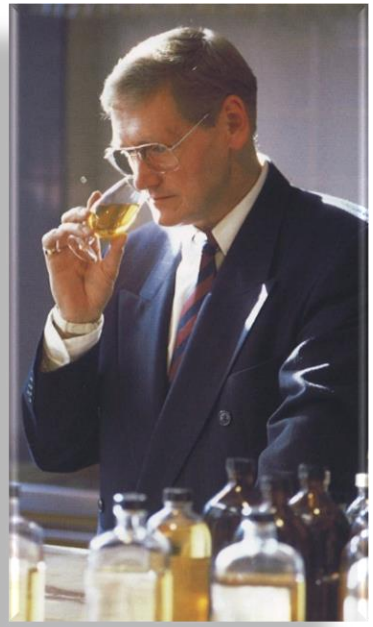
1959 Jack Goudy started training under George Robertson in 1950 and became his assistant in 1954.

1994 Robert Hicks worked with Jack Goudy for 24 years before becoming Master Blender in 1994.

2005 Sandy Hyslop started in the whisky industry in 1983 and worked with Robert Hicks and Jack Goudy for 13 years before becoming Master Blender in 2005.



Jack Goudy



Robert Hicks



Sandy Hyslop