

## Shanky's Whip signs Australia distribution deal with Amber Beverage Group

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Shanky's Whip, an Irish whiskey liqueur brand, has entered into a distribution agreement with the global drinks distributor Amber Beverage Group.

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Tim Dunlop, commercial director for Shanky's Whip said, "Our partnership with Amber Beverage Group will take our distribution footprint to the next level and play an intrinsic part in our growth ambitions in Australia."

Shanky's Whip is a blend of Irish spirits and aged pot still whiskey, distilled in County Cavan and bottled by Shanky and Shireman under bond in Ireland.

Tanya Mah, head of marketing at Amber Beverage, said, "Shanky's Whip will benefit from our nationwide distribution network in Australia, which includes local representation in all states. In the year ahead we'll be firmly focused on growing the brand in major and specialist retail outlets and hospitality venues while encouraging trial."

Shanky's Whip, with 33 per cent ABV, can be purchased for \$58 from chosen First Choice Liquor Market stores and independent retailers.