

Armorik Breton Single Malt, the Original French Whisky with a Deep Celtic Connection, is Now Available in the USA

Heavenly Spirits LLC reintroduces Armorik Breton Single Malt. The oldest single malt whisky made in France is now available in the United States.

Lakeville, MA ([PRWEB](#)) October 09, 2013 -- Originally introduced to the US market in 2006 as a light French single malt whisky weighing in at 40% ABV, Armorik, which is produced by [Warenghem Distillerie](#), has since changed importers to Heavenly Spirits, increased ABV to the optimal standard 46% and updated its packaging, emphasizing the brands Breton Celtic roots. The results are worth noting and definitely worth tasting and sharing.

So far, the new Armorik Classic has earned a gold medal from the BTI in Chicago, and is “Highly Recommended” by Paul Pacult in the Spirit Journal; while the Double Maturation was named “Best New World Whisky Single Malt under 12 years” at the World Whiskies Awards in 2012 and Best European Single Malt (World Whiskies Awards 2013). The Classic Armorik is made from 100% French malted barley, aged almost 7 years in refilled American Bourbon casks, and finished in Olorosa Sherry casks for three months. The Double Maturation Armorik is aged 5 years in French Oak from the Armorik forest and at least two years in Olorosa Sherry Casks.

Armorik is currently available for distribution in NY, NJ, MA, GA, TN, IL, RI, MO, CA, LA, NM, TX, DC, MD, DE, NH, NV, & PA.

ABV: 46%, 6/750ml, SRP: \$49.00 for Classic, \$55.00 for Double Maturation.

Armorik’s first vintage, the much anticipated Armorik 2002 should be ready for shipping to the US by the end of this year.

“If I didn’t know better I’d swear this was a Scottish malt, touched with a bit of smokiness and seaweed/iodine notes that blow in from aging in warehouses surrounded by the sea.” - Drink Hacker 2011

A Celtic Connection

If you think that France is only interested in wines or brandies, think again. A recent study by [Whisky Magazine](#) concluded that the French consume more whisky per capita than any other country in the world. The French are also one of the leading producers of cereal grains in the world, including barley. Add to this the fact that the French have been distilling spirits for over 700 years (starting with Armagnac) and you’ve got a serious recipe for some high quality single malts.

Warenghem Distillery has been producing the Armorik since 1987. The oldest, and according to the Wall Street Journal, the most Scotch like single malt whiskies made in France (as compared in a recent survey), come from Brittany in the town of Lannion. The Warenghem Family settled on Brittany’s pink granite coast and began their distillery well over one hundred years ago. The distillery has since been passed down through the generations and is now under the ownership and direction of Gilles Leizour and his son-in-law David Roussier. While successfully producing a variety of regional liquors since their beginnings, they have been making increasingly good single malt whisky for over twenty-five years under the Breton name “Armorik.” The

fact that their single malts could easily pass for Scottish Speysides or Lowland malts should not be a surprise. These Breton French distillers have strong Celtic roots and a taste for fine scotch style whisky is in their blood. In addition to being located just across the sea from their cultural cousins; a land with similarly granitic soils along with moist briny air, they share a special savoir fair for understanding and creating fine malted spirits. In fact, some might even say that Bretons and Scots have a historical connection much deeper than the British Empire; as Celtic peoples, they are much more closely related to each other (as well as the Irish and the Welsh) than they are to the French or the English.

A World Leader

With whisky consumption on the rise worldwide and “World Whiskies” establishing itself as a permanent and respected category for whisky fans everywhere, Armorik Single Malt has emerged as a natural leader, both in France and on the global stage. While the successes of Armorik Breton Single Malt Whisky have inspired other French distillers and entrepreneurs to recently take a stab at making and selling French whisky, the Warenghem distillery remains proud to be the original, setting the standards for quality based on their Breton, Celtic, and French traditions and expertise. [Click here for a short distillery video visit.](#)

Heavenly Spirits LLC is a growing Massachusetts based importer specializing in award winning distilled spirits from France, including; Armagnac, Calvados, Cognac, Absinthe, Rum and Whisky. The company has been the number one importer of Armagnac in the US since 2009, accounting for 20% of the market. The Heavenly Spirit portfolio is represented in twenty US states and includes brands like Seguinot, Normandin Mercier, Jean Fillioux, Delord, Dartigalongue, Roger Groult, Armorik, and La Muse Verte. In addition to serving as importers, the Cooneys see themselves as both educators and cultural ambassadors. When conducting French spirit tasting seminars around the country they speak about history, technique, quality, value and taste, but they also remain strong advocates for moderation when drinking.

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