



Prima & Ultima - Third Release FAQ

What is Prima & Ultima

Prima & Ultima is a collection of exquisite Single Vintage Malts from Diageo distilleries from expert Master Blenders. The third release in the collection has been curated by Dr Craig Wilson and is made up of eight limited-edition Single Malt Scotch Whiskies from distilleries including Talisker, Brora and Port Ellen.

Which distilleries are involved in the second distilleries of the Prima & Ultima Collection?

The third release of Prima & Ultima comprises eight bottlings from distilleries across Scotland. The third release features Royal Lochnagar, Cragganmore, Lagavulin, Mannochmore The Singleton of Glen Ord, Talisker, Brora, and Port Ellen

Who is the Whisky Maker behind this year's Prima & Ultima?

Master Blender, Dr Craig Wilson

What are the whiskies included in this year's Prima & Ultima release?

Royal Lochnagar 1981

40-Year-Old | 52.5% ABV

Bottled: 06.12.21 | Refill casks, refill American Oak Hogsheads

Number Bottled: 1,100 | Balmoral, Royal Deeside

A tiny batch of Royal Lochnagar, part of a pioneering experiment to gain the angels' share, the whisky lost from the cask by evaporation. When the experiment ended, a small amount of liquid was transferred into the present casks, to slumber peacefully until its fifth decade. This is a graceful, mature whisky of great freshness and vitality with aromas of honeysuckle, rose and bramble, leading to a smooth creamy mouthfeel.

Cragganmore 1973

48-Year-Old | 44.8% ABV

Bottled: 06.12.21 | 3 refill American Oak Hogsheads

Number Bottled: 390 | Ballindalloch, Speyside

With complex aromas that include almond oil, this Cragganmore comes from the oldest casks we have, filled soon after the coal-heated stills turned to steam. This milestone in distilling gave birth to a new age in which craft and vision could walk hand in hand. A pathfinder for the smooth whiskies of the modern-day, the nose is more complex than usual with a palate that is sweet but pleasantly tart.

Mannochmore 1990

31-Year-Old | 45.1% ABV

Bottled: 06.12.21 | Refill cask, untreated virgin European Oak

Number Bottled: 357 | Glenlossie, Speyside



A very special Mannochnomore sourced from a single small experimental batch exposed to a highly unusual maturation. First housed in refill casks, then in unusual, highly active virgin European Oak for almost three decades has revealed a whole new character. The pale and youthful whisky has evolved into a dark and intriguing spirit, lean and smooth in texture. The powerful taste of striking dark orange marmalade is cut with drying wood spice before spiralling into endless layers of deep bitterness.

Brora 1981

40-Year-Old | 44.1% ABV

Bottled: 09.12.21 | 1 refill American Oak Hogshead, 1 European Oak Sherry Butt

Number Bottled: 393 | Brora, Highlands

Much of the Brora we know today is heavily peated, the American Oak hogshead and European Oak Sherry butt selected here show us a different side of the Brora story. Filled at a time when less whisky was being made, it was often less peaty allowing new aromas and tastes to shine through. Fragrant notes of scented candlewax dance with smoke and moorland flowers, leading to a smooth waxy texture that is sweet and lightly smoky. The last release of 1981 Brora, this may well be the rarest publically available Brora of all.

The Singleton of Glen Ord 1987

34 Years-Old | 49.4% ABV

Bottled: 10.12.21 | 5 refill American Oak Hogsheads

Number Bottled: 1,103 | Glen Ord, Highlands

A first, and last, this is the first 1987 The Singleton of Glen Ord vintage and the only one ever to be released, from the last casks that remain. Slow crafting and patience were key to this rare bottling, taking time to distil the liquid and see each cask reach its peak. The result is an elegant liquid with a fragrant nose and creamy-smooth texture. The sweetly satisfying taste holds deep fruity flavours with hints of ginger.

Lagavulin 1993

28-Years-Old | 50.1% ABV

Bottled: 08.12.21 | 1 Pedro Ximenez/Oloroso seasoned butt, 1 refill American Oak Hogsheads

Number Bottled: 695 | Port Ellen, Isle of Islay

A prized Lagavulin, from the last two 1993 casks, filled in the year the distillery won the first of an avalanche of international awards. It was the start of a golden era, a success that owed much to an Islay legend, Manager Grant Carmichael. A Lagavulin at its mature peak with redcurrant fruitness on the nose, soon overcome by the maritime scents of sea salt and sweet seaweed. Lightly oily, the smooth texture delivers a long mellow finish, a gloriously rich and rounded whisky.

Talisker 1984

37-Years-Old | 51.9% ABV

Bottled: 07.12.21 | 3 refill American Oak Hogsheads, 1 ex-Sherry European Oak Butt

Number Bottled: 1,024 | Carbost, Isle of Skye



Taken from the very last 1984 casks from Talisker, set aside and guarded for decades for their promising potential. At the time few knew of Talisker's tempestuous maritime character, but there was something special about these 1984 casks that made the distiller set them aside. The nose gives immediate light smoky notes, joined by fine sand and seaweed drying on a hot day. The lightly oily texture is sweet and rich to start, with thunder rolling in shortly after, leaving a mighty peppery kick. It is Skye in all its elemental glory.

Port Ellen 1980

41-Year-Old | 59.6% ABV

Bottled: 07.12.21 | 1 refill American Oak Hogshead, 1 ex-Sherry European Oak Butt

Number Bottled: 605 | Port Ellen, Isle of Islay

This prized piece of history is the oldest Port Ellen ever to be released, filled in the year the Queen visited the Port Ellen maltings. It comes from the two very last casks of 1980 which lived all their days on Islay. This whisky of majestic quality is rich and smooth with notes of brine and dry seaweed on the nose. This very special Port Ellen is a perfect balance of sweet, salty, and smoky, with a long, lightly peaty finish.

How much is the full set?

The third release of Prima & Ultima has a recommended retail selling price of GBP36,500 (including tax and duty) in the UK

Who curated the first Prima & Ultima?

Dr Jim Beveridge, OBE.

What distilleries were involved in the first release of Prima & Ultima?

The first Prima & Ultima release comprised eight bottlings from: Cragganmore, Caol Ila, Clynelish, Port Ellen, Talisker, Lagavulin, Mortlach and The Singleton of Dufftown.

Do I get anything additional if I purchase a full set?

Celebrating the defining moments of a lifetime, the third release draws on the theme of 'A Moment in Time' and the natural preservation phenomenon of fossils and specimens, allowing us to uncover what was before. To mark this connection, each whisky selected by Dr Craig has been allocated a precious artefact, reflecting the whisky's story, and is displayed within the accompanying set of 20ml samples provided with each full set.

How can I register for Prima & Ultima?

To register interest to buy a full set of the Prima & Ultima Collection's first release, visit www.diageorareandexceptional.com from the 7th of June 2022. Following registration, applicants will be contacted directly by an appointed Prima & Ultima agent.

What is the mechanism for global registration?

Successful applicants will be contacted via email or phone. If the applicant does not respond to the organiser within 3 business days of receipt of the email notification or after more than 3 failed telephone call attempts, the opportunity to purchase will be considered void.

Will everyone that registers be able to purchase a set?



As there are only 317 full sets of the third release of Prima & Ultima available, it is expected that not everyone who registers will be successful in acquiring the first collection sets.

Are you expecting it to sell out quickly?

We expect significant interest in the second release of Prima & Ultima, so we do recommend registering your intent to purchase on www.diageoareandexceptional.com from the 7th of June 2022.

How will the third release be delivered?

Delivery will be handled differently depending on your geographical region; this will be outlined to you by the Diageo Prima & Ultima Agent that contacts you.

If I do live in one of the countries listed, will I still be able to purchase the third release of Prima & Ultima and take delivery?

Depending on your country of residence, the appointed Prima & Ultima agent may be able to arrange delivery. If not, you may need to travel to a different country in which to purchase and pick up the whiskies, in which case you will need to arrange customs clearance at your final destination. The appointed Prima & Ultima agent will discuss options when they contact you and before you make a final purchase commitment. Prima & Ultima agents are based in Singapore, United Kingdom, Vietnam, Taiwan and Australia. Please contact us if you cannot find a suitable region so we can support you by emailing diageoareandexceptional@diageo.com

When can I expect to receive my set of Prima & Ultima?

Delivery dates will be different depending on where you are based in the world. Your appointed Prima & Ultima agent will be able to share further details upon successful completion of purchase.