

First limited edition SA whisky added to Checkers exclusive Private Barrel Co. range

By [Lauren Hartzenberg](#)

24 Apr 2018

The House of Fine Whisky at Checkers LiquorShop has revealed a new addition to its Private Barrel Co. collection of whiskies, which is sourced from the finest distillers around the world. The newly unveiled 6-year-old James Sedgwick single malt is the first South African whisky to be added to the exclusive range, and only 677 bottles are to be made available for purchase.



The new whisky is a collaboration between Checkers and master distiller Andy Watts and his team at the award-winning James Sedgwick Distillery in Wellington. Watts recently scooped *Whisky Magazine's* 2018 Icons of Whisky World Master Distiller/Master Blender of the Year award.



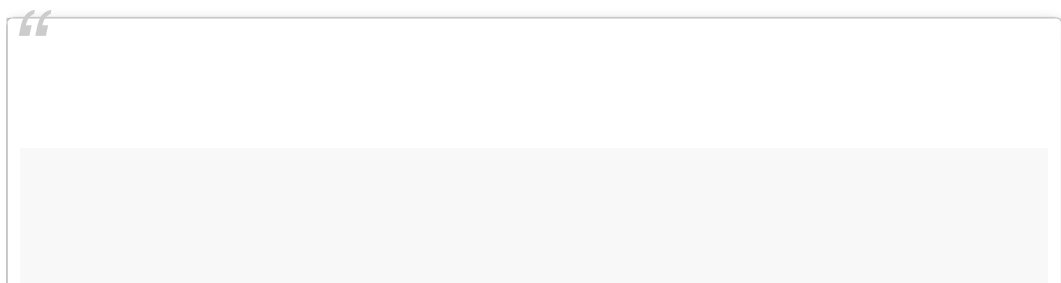
Big global wins for SA whisky brand Bain's

27 Mar 2018



The 6-year-old single malt single cask Fino Finish demonstrates the influence the warmer South African climate has on the overall complexity and smoothness of the whisky at a younger age. The whisky spent three years in older American Oak before being re-vatted into Fino butt to mature for a further three years.

In terms of flavour profile, consumers can expect an upfront dry almond nuttiness opening up to floral and fruity notes on the palate. The finish is warm and spicy with rich lingering fruit.





Proud to have been involved in yet another 1st for the #proudlySA 🏆🏆🏆🏆 #whisky industry.
Collaboration between @checkers_sa #PrivateBarrelCo #TheJamesSedgwickDistillery #singlecask
#fino #singlemalt #heartWellington

A post shared by [Whiskyman](#) (@andywatts55) on Apr 20, 2018 at 9:52am PDT

”

Hand-picked small batch whiskies

Since 2013, Checkers and its whisky masters have travelled to some of the world's top distillers to source rare, small batch whiskies. These hand-picked whiskies are selected for their unique character, rarity and devotion to the age-old traditions and then bottled under the Private Barrel Co. label and brought to consumers from single casks in limited quantities.

Each bottle is individually numbered, with tasting notes, and is exclusive to Checkers LiquorShop.

Once a Private Barrel Co. label is sold out, it is never repeated. As a result there is constantly something new to try in the Private Barrel Co. range and consumers can be assured of only the best quality and value in every bottle bearing the

Private Barrel Co. label.

ABOUT LAUREN HARTZENBERG

Managing editor and retail editor at Bizcommunity.com Cape Town apologist. Dog mom. Get in touch: lauren@bizcommunity.com

▪ Celebrating African creativity: Lucky Star and Chepa Streetwear collab on Phatsimo collection - 7 Jun 2023

▪ PayJustNow's CEO on the benefits of 'buy now, pay later' for consumers and businesses - 6 Jun 2023

▪ #YouthMonth: Glow getter Ayanda Majola talks Yanda Cosmetics venture - 2 Jun 2023

▪ SA retailers and consumers count the costs of a collapsing state - 1 Jun 2023

▪ Jane Wurwand's journey building the Dermalogica skincare empire - 22 May 2023

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>