



# BELGIAN OWL

DISTILLERY


Sales Presentation

The wisdom  
of nature, *distilled*



A landscape photograph capturing a sunset or sunrise. The sun is a bright, glowing orb positioned in the upper right quadrant, partially obscured by the branches of a tree. The sky transitions from a pale yellow near the horizon to a soft blue at the top. In the foreground and middle ground, several trees are silhouetted against the bright sky. Some of these trees have dark, rounded shapes in their upper branches, which appear to be bird nests. The overall mood is serene and contemplative.

*Our* DNA

A close-up photograph of water splashing over dark, jagged rocks. The water is clear and the splashes are captured in mid-air, creating a sense of movement and freshness.

The *purest water*,  
flowing underneath our distillery.

A photograph of a distillery interior, showing several large, dark metal stills. The scene is dimly lit, with a warm, orange glow emanating from the stills, suggesting they are being heated or used in the distillation process.

Our mythical *stills*,  
born in Speyside.

A close-up photograph of several wooden whisky casks. The focus is on the texture of the wood and the metal bands that hold the staves together. The lighting is warm and highlights the natural grain of the timber.

Years of quiet maturation  
in high quality *casks*.

A photograph of a field of barley. The foreground shows several stalks of barley in sharp focus, with their characteristic feathery awns. The background is a soft-focus landscape of more barley fields under a pale sky.

Locally grown *barley*,  
the core of our whiskies.

BELGIAN OWL  
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Wise with *Nature*



W I S D O M



A I R



E A R T H



W A T E R



F I R E

*A strong identity for Ultra-Premium quality*

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# *Our Story*

*“It takes knowledge to make whisky and wisdom to taste it.”*

To create a unique whisky, smooth and balanced, pure and of the highest quality, we forged an alliance with the soil we walk on, the air we breathe and the water beneath our feet.

The region of *Hesbaye* has proven to be the perfect birthplace of an authentic whisky, in a great tradition but firmly rooted in Belgian land.



Driven by stubborn willpower and a deep understanding of the balance of things, Master Distiller Etienne Bouillon has created a range of spirits, each telling a story that is essentially Belgian, authentically Hesbayien, and undoubtedly unique.

*Drop by drop.*

# *Serving People and the Earth*

From the outset, Belgian Owl has been determined to promote its terroir, but also the women and men who work it.

Our barley is traded in accordance with the principle *of fair trade*

*A respectful and reasoned culture, a controlled production chain: a virtuous circle*



Our Distillery's aim is to control the *production chain from A to Z*: planting and cultivation comply with extremely precise specifications that our partner Farmers put into practice to produce our Whiskies.

Belgian Owl has set up *a virtuous circle* throughout its production: everything is optimized to respect our Earth and our Farmers as much as possible



# The alliance between *land and sea*

## *Morgane Ursault - Poupon*

Morgane Ursault-Poupon, sailor of great sailing races has created her own foundation, "Upsailing" to fight against the pollution of the seas and oceans.

*“A coherence of spirit and values”*

Through our muse, we emphasize our values of respect for people and the planet: the choice of a female muse doing a job considered "masculine" seemed obvious to us.

Contrary to popular belief, women are avid whisky drinkers



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# *Our Whiskies*

Come and enjoy the  
*true expression* of our Terroir



**ORIGIN**

New make Spirit



**IDENTITY**

Single Malt Whisky

(36 to 41 months)



**PASSION**

Single Cask Whisky

(42 to 47 months)



**EVOLUTION**

Single Malt Whisky

(48 to 59 months)



**INTENSE**

Single Cask Whisky

Bottled at cask strength

# NEW MAKE SPIRIT - ORIGIN

*The heart of our whiskies, bottled at 46% ABV.*

This unaged distillate is an immediate journey into the heart of the grain. Let yourself be carried away by the fine fragrances of malted barley, warm bread and shortbread.

The opening then offers a fruity framework full of freshness with notes of greengage and ripe pear.



# SINGLE MALT WHISKY – *IDENTITY*

*Our core expression, bottled at 46% ABV and aged between 36 to 41 months.*

Delicate tones of toasted oak and caramel melt into the fruity signature of Belgian Owl: conference pear, muscatel and apple jam fill the distillate.

As the whisky opens further, you'll discover aromas of vanilla and banana.



# SINGLE CASK – *PASSION*

*Epecially selected every year and bottled at 46% ABV and aged between for at least 42 months.*

Each cask is unique, which gives each bottle its own authenticity.

Sometimes more vanilla, sometimes more brioche, each bottle is an emotion to discover.



# SINGLE MALT WHISKY – EVOLUTION

*Bottled at 46% ABV and aged between 48 to 59 months.*

The typical fruitiness of Belgian Owl combines very subtly with the gentle influence of American oak, with notes of pear, white grape and sweet pepper.



# SINGLE CASK- *INTENSE*

*Pure and unabated! From 36 months and bottled at cask strength.*



These whiskies are the result of long preparatory work and the expertise of our master distiller. Each cask has its own character, each whisky has a unique taste. Surprisingly full of flavors and intensity, these whiskies are the culmination of Belgian Owl's ultimate expertise.

A long finish that reflects the warm flavors of the distilled malt in the mouth and leaves the fruity and woody testimony of our unique Terroir: the region of Hesbaye,





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