

A Little Extra for Indian Football Fans with Whyte & Mackay and Soccer Legend, Ruud Gullit

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Bangalore, June 29, 2010: To rekindle the promise of a "little extra" to the Indian football fans, Whyte & Mackay proudly presents a lifetime opportunity to meet the **Dutch Soccer Legend – Ruud Gullit** and watch a game in South Africa.

Whyte & Mackay guarantees an **'ultimate experience'** for the true – blue Indian football fans to meet the legend who created history in the world of football. Ruud Gullit – the legendary soccer star who played professionally in the 1980s and 1990s was the captain of the Netherlands national team. The impeccable guidance of this versatile player took Chelsea to an FA Cup triumph in 1997, which was the club's first major trophy in 26 years.

According to Anant Iyer, Business Head, United Spirits Limited, "Meeting Ruud Gullit – the legend, and watching the match at the Soccer City Stadium in Johannesburg, is a once in a lifetime opportunity that money cannot buy. This is Whyte & Mackay's promise of **a little extra** to its consumers."

The selection of fans was based on a sms contest led in partnership with retail off trade and premium on trade outlets. A scratch card was given on the purchase of Whyte & Mackay Special, post which the consumer via sms, sent the unique code given on the scratch card, to 5676789. Five lucky winners of this contest from across India will get to meet the star in person in South Africa during the World Cup.

Whyte & Mackay, the largest selling scotch brand in Scotland, is created by master blender Richard Paterson with the philosophy of a **'little extra works wonders'**. Each age variant of W&M is true to this philosophy. Whyte & Mackay is made with the unique Triple Maturation process, whereas other scotches use only a single maturation process. This combined with the unique blend of 35 single malts and 6 grain whiskies give it the resultant velveteen taste and smooth, mellow flavor.