



Martin Daraz, U.S. Brand Ambassador

In September, 2006, Highland Park was pleased to announce its appointment of Martin Daraz as official Brand Ambassador to the United States. As a keen storyteller from a young age and with a background in both the visual and performing arts, he is uniquely placed to share the heritage of Highland Park and the lore of Orkney.

Born in Glasgow, the Scottish city known for its love of a wee dram or two, Martin is delighted to meet with new consumers to share his passion for the 208-year tradition of Highland Park whisky making, dating back to 1798.

As an avid Scotch whisky connoisseur, Martin's favorite dram has always been Highland Park 18 year old - long before it received its accolade from US drinks guru F. Paul Pacult, who named it 'The best spirit in the world' in his *Spirit Journal* in summer 2005.

Martin's responsibilities include promoting the Orcadian heritage and craftsmanship of Highland Park, showcasing his expertise and knowledge around the country and spreading the word of this award-winning single malt, glass by glass.

In recognition of his contribution to scotch awareness and education, The Whisky Guild of America named Martin, "Whisky Ambassador of the Year", for 2008-09.

Personally, Martin has written children's books, directed films and plays in his native Scotland and in New York. Prior to his move to the US, he also ran his own design company and worked in advertising in London. Martin is also an avid musician and studied at Grays School of Art before being selected to participate in Lincoln Center Theatre's prestigious Directors Lab program. .

Martin is currently based in Los Angeles where he hopes to adopt a dog!