

# BOWMORE ISLAY SINGLE MALT SCOTCH WHISKY

ISLAY TO THE CORE

DRAFT TRADE MEDIA PRESS RELEASE

## BOWMORE UNVEILS EXCITING NEW DESIGN AND PACKAGING ACROSS ENTIRE RANGE

Plus Three New Expressions Exclusive To Global Travel Retail



January 2012: Bowmore, the first Islay Single Malt whisky, today proudly unveils brand new packaging for its entire domestic and global travel retail / duty free range – a premium gift box and refreshed bottle design which will be released in February 2012.

As it enters this new-look era, Bowmore has also announced three new additions exclusive to the global travel retail sector: **100 Degrees Proof**, **Springtide** and the limited edition **Bowmore 1983**.

This new high-quality carton is a bold move by Bowmore, one of the top ten selling Single Malts in the world, as it is a distinct modification from the traditional tube packaging and supports its premium brand positioning and strong brand personality. This exciting redesign follows a hugely successful 2011 performance with continued growth for the brand.

The changes are also in response to consumer demand for a greater level of education on the taste experience and the history of the whisky and as such the new packaging communicates the brand's unique status as the first Islay Single Malt and its 200 years worth of experience and heritage.

The new look reinforces Bowmore's 'gift-ability' as it features a greater level of foiling and gloss embossing thus creating shelf stand-out. The updated distillery illustration has a warmer and more emotive look and feel that strongly conveys the whisky's roots, that is the magical island of Islay, giving category differentiation and shelf appeal. The design of the bottle has also been enhanced, with the label featuring a sleeker look to ensure back bar stand-out and differentiation.

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Bowmore's recent modifications have also improved the brand's environmental credentials considerably. The new bottle is made of a lighter weight glass and the new cartons are completely recyclable, all of which significantly reduces the brand's carbon footprint.

Kirsteen Beeston, Head of Brands at Morrison Bowmore Distillers, comments: "We are excited to be taking Bowmore into a new era with this new gift box and bottle design. This has been a key priority focus for us over the past year as we wanted to ensure the design not only better represents the brand's core values but also develops a stronger, more defined brand personality that consumers can engage with. We hope that this exciting change will contribute to our continued growth."

In addition to its current global travel retail/duty free range (Surf, Enigma 12 Years Old, Mariner 15 Years Old and 17 Years Old), Bowmore is also launching three new additions to the collection, which will be available from March 2012.

### BOWMORE 100 DEGREES PROOF

The term 'proof spirit' was first coined by British sailors during the 18th century who would check that their rum rations hadn't been watered down by mixing it with gunpowder and lighting it. If it would still light, this proved it was 100% proof. There is no need to verify Bowmore's authenticity or strength; the new small batch release Bowmore 100 Degrees Proof is cask-strength and non-chill filtered.

#### TASTING NOTES

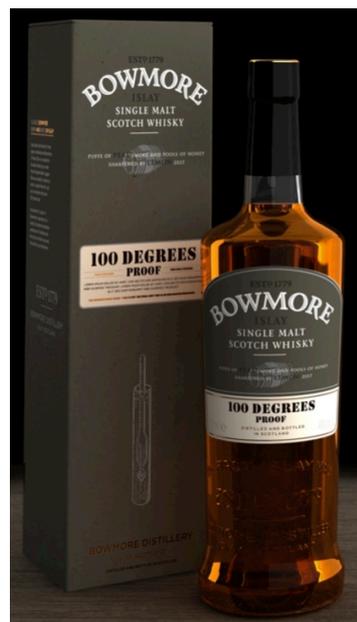
COLOUR: Rich auburn

NOSE: Fresh Islay sea air, subtle sweet malt and oak smoke

PALATE: Rich luscious smokiness, balanced with sweet caramelised sugar, vanilla and citrus notes

FINISH: Powerful and warm

RRP £49.99



### BOWMORE SPRINGTIDE

The new expression takes its name from the high tide of spring, when the earth, sun and moon are all aligned. Predominantly matured in

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first-fill Spanish Oloroso sherry casks, this beautifully rich expression is packaged in a super premium gift pack, the perfect purchase both as a gift and for the whisky enthusiast.

### TASTING NOTES

COLOUR: Warm bronze

NOSE: Abound in chocolate and sticky figs, which balance perfectly against the classic sea-salt peatiness

PALATE: Rich in treacle toffee with raisins and dark sherry

FINISH: Lingering smoky finish

RRP £120.00



### BOWMORE 1983

The Bowmore 1983 will be available in the global travel retail market and marks the launch of the 1980s vintage series for this sector. Decanted from a single hogshead cask, this rare, limited edition has rested, undisturbed in the legendary No.1 Vaults, the maturation warehouse below sea level.

### TASTING NOTES

COLOUR: Brilliant bronze

NOSE: Just a touch of fresh Atlantic sea-salt followed by Bowmore's signature peat smoke with a hint of delicious ripe blackberry

PALATE: Captures the essence of Bowmore – earthy peat balanced by a gentle fruitiness

FINISH: Lingers on with fresh fruit and peat notes at the very end

RRP £500.00



For more information, please visit [www.bowmore.com](http://www.bowmore.com) and [www.facebook.com/bowmore](https://www.facebook.com/bowmore)

UK Distributor: Cellar Trends on 01283 217703 or [enquiries@cellartrends.co.uk](mailto:enquiries@cellartrends.co.uk)

ENDS

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Please enjoy Bowmore responsibly

[www.drinkaware.co.uk](http://www.drinkaware.co.uk) for the facts about alcohol

## **Bowmore**

The best-balanced Islay Single Malt whisky is the perfect reward after your outdoor experience.

Founded in 1779, Bowmore is the oldest Distillery on Islay, one of the Scottish isles, which make up the region known as the 'Islands' in the lexicon of Whisky. The other regions are the Highlands, Speyside and the Lowlands. Islay malts are famous for their characteristic smokiness and Bowmore is no exception; we carefully smoke our malt and use skills handed down from generation to generation to craft a perfectly balanced Single Malt.

Bowmore's adherence to traditional production methods helps to shape the character of our Single Malts. We're one of only a few distilleries anywhere which still produces its own floor malted barley, hand-turned by traditional wooden malt shovel and hand drawn machinery. For our whiskies we draw water from the Laggan River, with its rich peaty overtones, and it's the same Islay peat that fires the malt-drying kiln.

Bowmore Distillery's close proximity to the sea is also vital in determining the final character of our spirit. The legendary Bowmore No. 1 Vaults is where most of our whiskies spend their long lives resting quietly in the cool, dark, damp cellars below sea level, oblivious to the waves thrashing the Vault's sea-facing wall.

They mature in oak casks, previously used for bourbon, sherry or claret, gradually developing rich and mellow flavours.

It's this combination of peat, barley, sea breeze, water, wood, people and tradition that together create the perfectly balanced warm and smoky character of Bowmore Single Malt Whiskies.

The Bowmore domestic product range:

- Bowmore Legend
- Bowmore 12 Years Old
- Bowmore 15 Years Old 'Darkest'
- Bowmore 18 Years Old
- Bowmore 25 Years Old

## **Islay**

Islay is the southernmost island of the Inner Hebrides, and is also known as "The Queen of the Hebrides." Its mild climate and rich peaty soil make it ideal for creating whisky, and despite having a population of not much more than 3,000, it's home to no fewer than eight distilleries.

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