

LABEL 5

SCOTCH WHISKY

– PRESS RELEASE –

August 2016

Scotch Whisky LABEL 5 awarded with gold medals at international competitions!

Each product of the range was awarded with a Gold medal over the 2016 international spirits competition. It acknowledges once again the finest quality of LABEL 5 products and rewards its expertise of crafting Scotch Whisky.



LABEL 5, Top 10 leading Scotch Whisky brand, is proud to have been awarded for all its products at the most authoritative, respected and influential international spirits competitions.

LABEL 5 Classic Black, core product of the range, keeps on its winning worldwide story with a Platinum medal at the SIP Awards, a Gold medal at the Scotch Spirits Masters and two Silver medals at the International Spirits Competition and San Francisco World Spirits Competition.

LABEL 5 12 Years Old takes the pot with three Gold medals at the SIP Awards, Los Angeles Spirits Competition and Scotch Spirits Masters.

LABEL 5 Gold Heritage performed well too and was awarded with two Gold medals at the International Spirits Competition and Scotch Spirits Masters. It also won a Silver Medal at the 6th Challenge to the Best Spirits for Asia 2016, which takes into account local consumer preferences to assign the awards.

LABEL 5 Extra Rare 18 Year Old won a Master Medal at the Scotch Spirits Masters, making it the best whisky of its category in front of CHIVAS 18 and DEWAR'S 18 Year Old 'The Vintage', among others, and a Gold medal at the International Spirits Competition.

"Winning so many awards in several international competitions is an impressive achievement for our brand. Being chosen by well-respected judges in blind assessments is the ultimate accolade a whisky can receive." said Graham Coull, LABEL 5 Master Blender.

ABOUT LABEL 5

Top ten Scotch Whisky brand, LABEL 5 is carefully distilled, matured and bottled in our distilleries in Scotland. LABEL 5 is enjoyed in more than 100 countries and is renowned for its high quality and appreciated for its smoothness. With 2.6 M 9-L cases sold in 2015, LABEL 5 is a key player in the Scotch Whisky category.

LABEL 5 First Blending Company - Starlaw Road, Bathgate, Scotland

ABOUT LA MARTINIQUAISE

An independent French group founded in 1934, LA MARTINIQUAISE is one of the biggest spirits group in France and features in the world Top 10. The group which operates in 110 countries has a turnover of 950 million euros and is proud to own four millionaire brands: LABEL 5 & SIR EDWARD'S Scotch Whisky, POLIAKOV Vodka and NEGRITA Rum – *Source: IMPACT 2015*

For more information:

Group LA MARTINIQUAISE, www.la-martiniquaise.com

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