

LABEL SCOTCH 5 WHISKY

– PRESS RELEASE –

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Discover “FIVE”: the new LABEL 5 limited edition!

LABEL 5 unveils a new limited design on its Classic Black bottle for 2016 year-end.



Leading Scotch Whisky brand LABEL 5 continues to ride the wave of its international “City Lights” campaign with a new limited packaging, revealing an exclusive and striking label.

This 2016 limited edition goes further than the previous one, with a more disruptive label that displays the number Five combining the urban and colourful spirit of LABEL 5 through the London skyline in the background. With this new packaging, LABEL 5 invites you to celebrate the end of the year and connect with all cities of the world!

“LABEL 5 Classic Black has succeeded in establishing a strong bond between the product and its worldwide campaign! We are really enthusiastic to present our new edition, embodying the modern and urban positioning of the brand” says Mathilde Berkovic, LABEL 5 brand manager.

This limited edition will be run until the end of the year in key markets around the world and available in two formats: 70 cl and 100 cl.

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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