

LABEL SCOTCH 5 WHISKY

– PRESS RELEASE –

October 2016

LABEL 5 RELEASES NEW GOLD HERITAGE PACKAGING DESIGN

LABEL 5 introduces a new giftbox for the latest creation of its premium range, the Gold Heritage

The new packaging conveys an elegant and premium look through the predominance of gold. The aim is to increase shelf visibility and consumer attention with refinement and modernity. The luxurious carafe is enhanced thanks to a wider place on the front and back, due to an auto-reverse design. Colours and reflections are sublimated by an ingenious game of lights and contrasts with the trendy “taupe” color. The packaging reflects perfectly the warm and inviting atmosphere of whisky tasting moments and embodies all the care and attention brought by the Master Blender, Graham Coull.

Awarded many times and more recently this year with two Gold awards at the International Spirits Competition and Scotch Spirits Masters, in addition to a Silver medal during the 6th challenge to the Best French Wines & Spirits for Asia, Gold Heritage can look to the future with confidence!

LABEL 5 Gold Heritage has been created by Graham Coull, LABEL 5 Master Blender, who crafted a unique and rich blend to delight Scotch whisky lovers, looking to explore LABEL 5’s character in more depth.

LABEL 5 Gold Heritage is a generous blend of exceptional whiskies that includes aged malts. Created with passion and care, LABEL 5 Gold Heritage presents a unique profile which lays between the smoky and peated flavours of the old malts whiskies and the creamy vanilla notes of the grain whiskies. The smooth character which is the trademark of LABEL 5 whiskies has been accentuated with subtle woody hints and spicy notes.

“LABEL 5 Gold Heritage is a personal achievement for me. Building on the traditions of LABEL 5, I have hand-selected whiskies from different ages and casks which marry together to produce a wonderfully balanced blend. The result is an exceptionally smooth whisky loaded with fruit, spice, warm vanilla oak and subtle smoke, which offers a unique taste experience.” said Graham Coull.



LABEL 5 Gold Heritage Tasting Notes:

Appearance:

Burnished copper

Nose:

Subtle spice, cinnamon infused blackcurrants combined with creamy vanilla ice cream

Palate:

A superb combination of rich sweet oak and toasted spices laced with the slightest hint of peat smoke

Finish:

Satisfyingly long and smooth

It’s best savoured neat but try to add a few drops of water to unlock the flavours.



Signature Cocktail LABEL 5 Gold Heritage – “The Golden Gate”:

In a shaker, 2 basil leaves, 1 lime wedge; muddle and add ice cubes

Then add:

- 4cl of LABEL 5 Gold Heritage
- 4cl of Apple juice
- Shake and filter in a whisky glass filled with ice cubes
- Top with 2cl of Ginger Ale in the glass
- Add gold leaves delicately

ABOUT LABEL 5

Top ten Scotch Whisky 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

www.label-5.com

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 2016*

For more information:

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Drink LABEL 5 responsibly