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- PRESS RELEASE -

Discover the new LABEL 5 Classic Black Limited Editions



Leading Scotch Whisky brand LABEL 5 continues to enrich its global campaign “City Light Colours” and has now chosen to enhance its LABEL 5 Classic Black packaging with exclusive and colourful labels.

These limited editions feature London and Shanghai, two famous cosmopolitan cities where LABEL 5 has ambitious expansion plans. With these limited editions, LABEL 5 invites you to an international urban journey with colour as a guide.

“LABEL 5 Classic Black becomes more colourful than ever! We are thrilled to introduce these new limited editions which invite the consumers to dive into LABEL 5 colourful world” says Sabah Bouaka, LABEL 5 brand manager. These limited editions will be run until the end of the year in key markets around the world.

Please enjoy LABEL 5 responsibly.

ABOUT LABEL 5

Leading Scotch Whisky brand, LABEL 5 is carefully distilled, matured and bottled in our distilleries in Scotland. Established in more than 100 countries, LABEL 5 is renowned for its high quality and appreciated for its smoothness. With 2.6 M 9-L cases sold in 2014, LABEL 5 features in the world’s TOP10 Scotch Whisky brands.