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– PRESS RELEASE –

### Discover the “WHISKY CONFIDENTIAL” campaign by LABEL 5

Leading Scotch Whisky brand LABEL 5 reveals an exclusive partnership with bartenders around the world who have created innovative and tasty cocktails with LABEL 5 Classic Black. In addition to this digital campaign called “WHISKY CONFIDENTIAL”, LABEL 5 announces being partner of the IBA’s World Cocktail Championships for 2015.

With its videos, LABEL 5 invites its consumers to enter into private and trendy bars to get exclusive cocktail recipes imagined by the bartenders.

Reflecting the latest whisky-based cocktails trends in Shanghai, New York and London, LABEL 5 stays true to its international and contemporary positioning while offering a new experience that enhances the smoothness and balanced character of its core reference LABEL 5 Classic Black.

With Vinny, owner of Jago in London, taste the sweet combination of London craft beer and LABEL 5 Classic Black in the delicious 5 WAYS TO LONDON cocktail.

*“I wanted to create a drink that was light and fresh. LABEL 5 is a great Scotch for cocktails as it has a well-balanced and complex flavour which enables you to work with different notes.”*

Sweet and delicate, this is what defines the SHANGHAI KISS cocktail imagined by Daniel, barman at Starling, who was elected best bartender by Time Out Shanghai in 2014.

*“LABEL 5 Classic Black is a very nice Scotch Whisky with some nutty, floral and dry fruit flavours. Because it’s easy to drink and not too expensive, LABEL 5 is perfect to use as a cocktail base.”*

Dive into the craziness of New York with Johnny, charismatic bartender at Feather Weight, and discover its PASSIONATE BROOKLYNITE cocktail – a fruity and tasty creation that will delight all cocktail lovers.

*“Juice and spirits, it’s a classic combination but with the hint of smoke, barley and oak from the LABEL 5, the drink is really fresh and flavourful.”*

The videos will be broadcasted worldwide on Youtube and Facebook. Stay tuned as more recipes may be released in the next few months...

<https://www.youtube.com/LABEL5SCOTCHWHISKY>

<https://www.facebook.com/label5>

*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. LABEL 5 is enjoyed in more than 100 countries and renowned for its internationally awarded quality and great smoothness. With 2.6 M 9-L cases sold in 2014, LABEL 5 features in the world’s TOP10 Scotch Whisky brands.*

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