

# LABEL SCOTCH 5 WHISKY

– PRESS RELEASE –

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## Discover “City”: an exclusive LABEL 5 street art edition!

Only a very small number of this “City” Edition, designed in a graffiti and urban spirit, will be released.



It's the perfect time to rediscover all of what LABEL 5 Classic Black has to offer: intensity, uniqueness and smoothness. As part of its urban positioning, LABEL 5 presents its very limited “City Edition”: the quality of Classic Black in a street art designed bottle.

By being entirely spray painted in black, this bottle echoes the metropolitan, modern and cosmopolite character of LABEL 5. The graffiti artwork has been used as the label, allowing the street art spirit of “City Edition” to be fully appreciated. This colourful and urban label embodies perfectly the creative way of running the City Light campaign and offers a new vision of LABEL 5 Classic Black.

#### 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](http://www.la-martiniquaise.com)

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*Please enjoy LABEL 5 responsibly*