

**PARIS, 18 October, 2013, PRNewswire/-** LABEL 5 is adding a new expression in its brand family: LABEL 5 18 yo Extra Rare. Unveiled at TFWA Cannes next October, LABEL 5 Extra Rare respects the traditional Scotch Whisky codes whilst moving away the presentation to a contemporary blue style.

LABEL 5 Extra Rare meets the trends of increasing consumer knowledge of Scotch Whisky around the world and the thirst of consumers for premium spirits. LABEL 5 Extra Rare is a masterful blend of the finest malt and grain whiskies, each matured in oak casks for over 18 years. "This whisky intensifies LABEL 5 trademark flavour profile, the result is a smooth Scotch Whisky of exceptional richness" says our Master Blender Graham Coull.

The packaging echoes the iconic LABEL 5 Classic Black and perfectly reflects the premium quality and the fine traditions of the best that Scotland can offer. Blue is intended to enhance the premiumness of the packaging and to convey a warm and inviting atmosphere.

This prestigious Scotch Whisky is presented in a exclusive and premium gift box that emphasizes the key attributes of the packaging: elegance, authenticity and modernity.

Aur lie PRAT, brand manager says "Our objective with this new super premium reference is to combine expertise, tradition and modernity and I'm delighted with the result. I have big expectations for this latest addition which I'm sure will translate into further success and that will attract new consumers to the brand and give the opportunity to our loyal consumers to try something new within the LABEL 5 range".

## **LABEL 5 18 year old – Extra Rare**

Appearance: Old gold  
Nose: Woody notes of cedar with vanilla and smoky hints  
Palate: Well-balanced and delicate woody aromas, smooth flavours of sponge cake and cooked fruits  
Finish: Warm long finish

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

## **ABOUT LABEL 5**

Elaborated in Scotland, LABEL 5 is renowned worldwide for its high quality and appreciated for its smoothness and its contemporary brand image. LABEL 5, ranks 9th on the worldwide Scotch Whisky market and is sold in more than 100 countries.