

WHAT'S IN A NAME?

BOWMORE® ISLAY SINGLE MALT SCOTCH WHISKY IS CALLING ALL FANS TO NAME ITS NEXT BOTTLING

**- Contest Takes Place on Bowmore Facebook Page From April 19 - May 18, 2012 -
All Consumers Who Chose The Winning Name Are Entered Into A Drawing
To Win A Bespoke Bowmore Tweed Jacket**

Islay, Scotland (April 18, 2012) – Bowmore®, the first Islay Single Malt whisky, sees a storm brewing. This isn't an unusual occurrence at Loch Indaal, home to the Bowmore distillery, where it can go from flat calm to churning whitecaps and huge swells and back again in the span of a few minutes. No, this storm is over a very special bottling of Bowmore. The spirit is ready: a small-batch powerhouse that captures the might of the gales that batter the Scottish island of Islay that Bowmore has called its home since 1779, but the name is not.

This special whisky, aged ten years in first fill Bourbon casks and bottled at cask strength, tastes of the very sea itself, bursting with the soul of the untamed Scottish weather. It's sold throughout the world under a 'tempestuous' name that can't be used in the United States, so the fine people of Bowmore have decided to call upon their fans to find a new moniker for this unforgettable Scotch for the US market only.

Beginning Thursday, April 19, Bowmore aficionados are invited to log in and **cast their vote** for their favorite name via the Bowmore Facebook page at <http://www.facebook.com/bowmore>. They will be asked to **choose from two proposed names** that embody the wild, raw and seemingly untamed climate that produces Islay's most distinctive single malt Scotch whisky:

- ▶ **DORUS MOR** **A Gaelic word for the unpredictable and rough water around Islay**
- ▶ **WHIRLPOOL** **A swirling body of water produced by the meeting of opposing currents**

The contest begins on April 19 and ends on May 18, 2012. Bowmore will announce the winning product name to be used only in the United States on their Facebook page (in the rest of the world, the product will still go by its 'tempestuous' name). All those that voted for the winning name will automatically be **entered into a drawing** where a winner will be picked at random to win a bespoke, tailored Bowmore Tweed Jacket. Hand woven on Islay, these beautiful blazers are reserved for Bowmore ambassadors.



For those who have tried this most stormy of Bowmore whiskies, they can rest comfortably knowing that only the name will change. This special Small Batch Release will carry the same aroma of dry peat, the same lemon pepper spice, and the same Bowmore sea-salt tang with hints of citrus. Matured in first fill bourbon barrels, which over time help to bring out Bowmore's trademark peat smokiness, this non chill-filtered, cask-strength release is a formidable tour de force worthy of a strong name. May the name games begin!

The newly named Bowmore (Small Batch Release; 55.1% ABV) for the US market will be an annual limited edition, non-chill filtered and aged 10 Years. It will launch in the US in Fall/Winter 2012 with 1,200 of bottles available. The approximate retail price is \$119.99/750ml and it will be available nationwide.

THE BOWMORE DISTILLERY

Founded in 1779, Bowmore is the oldest Distillery on Islay. Islay malts are famous for their characteristic smokiness and Bowmore is no exception; we carefully smoke our malt and use skills handed down from generation to generation to craft a perfectly balanced Single Malt. Bowmore's adherence to traditional production methods helps to shape the character of our single malts. We're one of only a few distilleries anywhere which still produces its own floor malted barley, hand-turned by traditional wooden malt shovels. For our whiskies we draw water from the Laggan River, with its rich peaty overtones, and it's the same Islay peat that fires the malt drying kiln.

Bowmore Distillery's close proximity to the sea is also vital in determining the final character of our spirit. The famous Bowmore No. 1 vaults is where most of our whiskies spend their long lives resting quietly in the cool, dark, damp cellars below sea level, oblivious to the waves thrashing the vault's sea-facing wall. They mature in oak casks, previously used for bourbon, sherry or claret, gradually developing rich and mellow flavors. It's this combination of peat, barley, sea breeze, water, wood, people and tradition that together create the perfectly balanced warm and smoky character of Bowmore single malt whiskies.

ABOUT BOWMORE (www.bowmore.com, www.facebook.com/bowmore)

The award-winning Bowmore portfolio includes Bowmore Legend, 12 Year Old, 15 Year Old Darkest, 18 Year Old and 25 Year Old in addition to special limited-edition bottlings such as Bowmore Black, White, Gold and Bowmore 40 Year Old. Bowmore is available nationwide in the U.S. and in more than 45 countries worldwide.

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