

ESTD 1779

BOWMORE

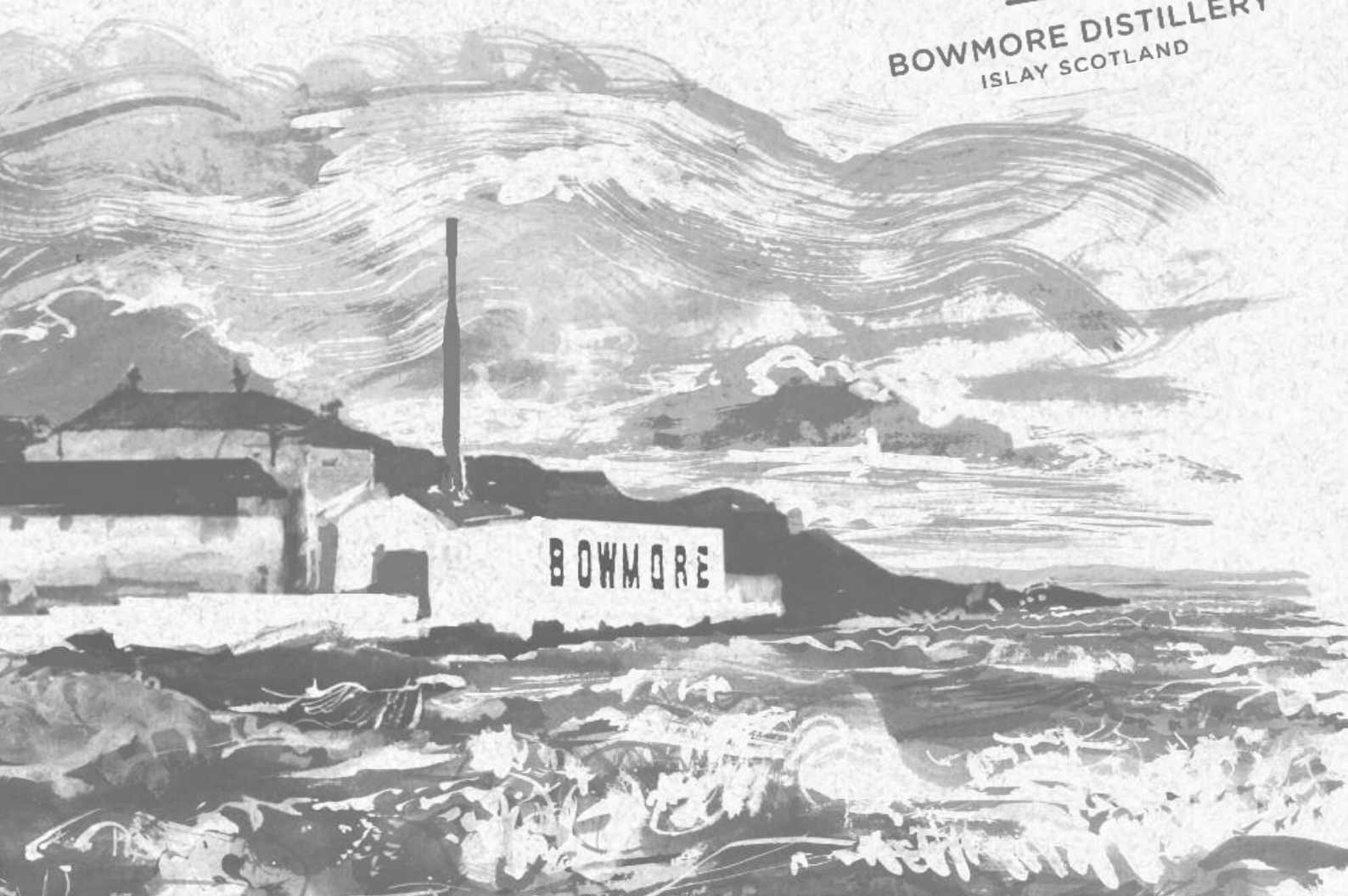
ISLAY

SINGLE MALT
SCOTCH WHISKY

THE FIRST ISLAY MALT

ESTD 1779

BOWMORE DISTILLERY
ISLAY SCOTLAND



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Nº1 VAULTS

FÀILTE

WELCOME! Or as we also say around here, fàilte (pronounced 'foyle-ta').

Founded over two centuries ago in **1779** by local merchant David Simson, Bowmore is the first recorded Distillery on Islay (pronounced 'eye-la') and one of the **OLDEST** in the whole of Scotland.

Islay malts are renowned for their **PEATY SMOKINESS** and Bowmore is no exception. We carefully smoke our malt in a peat-fired kiln, just as our ancestors did over 200 years ago.

Nurtured in our legendary **NO. 1 VAULTS**, Bowmore Single Malt is widely acknowledged to be among the finest and most perfectly-balanced in the world.



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THE GREAT OUTDOORS

Bowmore is truly at one with the elements. A product of its environment, you can taste Islay's rich peat, salt spray and sea-weed infused breeze in every mouthful.

Best enjoyed in the open air, Bowmore is the perfect end to a challenging day in the great outdoors; the ultimate reward for pitting your wits against a steep ascent, rough crossing or tricky landing. After all, where's the fun if it's easy?



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OUR DISTILLERY

Bowmore Distillery has stood in exactly the same position, on the shores of Loch Indaal – a sea loch opening out into the Atlantic Ocean – since 1779.

Little has changed in the way we produce our exceptional Single Malt either. Bowmore is one of only a very few distilleries anywhere that still produce their own floor malted barley. This is still laboriously hand-turned by our dedicated team of Maltmen, using traditional wooden malt shovels, just as it has always been. So too, we continue to draw our water from the Laggan River. No ordinary H₂O, this precious liquid is enriched with rich peaty overtones; the same Islay peat that fires our malt drying kiln.

Eddie MacAffer, Bowmore's Distillery Manager, has been working at the Distillery for over 40 years, as a man and boy:

“THE WAY WE WORK IS VERY TRADITIONAL AND WE PRODUCE EXCEPTIONAL WHISKIES BECAUSE OF IT. BUT IF YOU ASK ME, IT'S THE PEOPLE WHO WORK HERE AND OUR LITTLE TRADE SECRETS THAT TRULY ADD MAGIC. WE SEE OURSELVES AS CARETAKERS OF THE BOWMORE SPIRIT; PASSING ON OUR KNOWLEDGE TO THE NEXT GENERATION OF THE BOWMORE FAMILY”.

Bowmore Distillery's proximity to the sea plays a vital role in determining the final character of our spirit. Indeed, Bowmore's No. 1 Vaults – the oldest maturation warehouse in Scotland – couldn't be much closer to the sea; its north-west facing walls take a constant pounding from the Atlantic's waves. It's here that most of our whiskies spend their long lives maturing in specially selected oak casks, gradually developing their unique rich yet mellow flavours.

It's this combination of peat, barley, sea breeze, water, wood, people and tradition that together create the perfectly-balanced, warm and smoky characteristics for which Bowmore is known and loved.

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DISTILLERY HISTORY

Bowmore Distillery can trace its history back to 1779... and beyond.

The first recorded mention of Bowmore Distillery was in 1779, making it Islay's first and one of the oldest in Scotland. In truth though, the Distillery was probably producing whisky before then if its industrious founder's reputation is anything to go by.

A farmer, merchant, postmaster, sailor, and most importantly for us whisky distiller, David Simson moved to the new village of Bowmore from Killarow in around 1766. His arrival coincided with the expansion of the village after Daniel Campbell The Younger, the Laird of Islay, decided to build Bowmore as the island's capital.

A true pioneer, Simson built the Distillery, distilled the whisky and introduced the now famous Islay whisky to the world.

The Distillery's second owner was no less remarkable or industrious. James Mutter, as well as being a farmer and distiller, had the unlikely role of Ottoman, Portuguese and Brazilian Vice-Consul in Glasgow. Mutter and his family significantly expanded the Distillery and, as the Bowmore name grew in stature, so did demand. The family kept the Distillery until 1887 when it was sold to John Sherriff of Campbeltown and became the Bowmore Distillery Company.

The Distillery didn't change hands again until more than two generations later when, in 1963, it was acquired by Stanley P. Morrison. Although Morrison substantially rebuilt and renovated much of the Distillery, he retained the all-important original floor malting and traditional whisky production methods, which have survived into the 21st century.

Today, the Distillery is owned by Morrison Bowmore Distillers. After having been part-owned by Suntory Ltd of Japan for some years, Morrison Bowmore was purchased outright by Suntory in 1994.



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VISITOR CENTRE

Bowmore Distillery's award-winning Visitor Centre is open all year round. It attracts some 10,000 visitors per annum for a tour and to savour a dram.

The tours, like our whisky, are considered exemplary, as the Malt Advocate explains:

"THERE IS NO BETTER TOUR – COMPREHENSIVE, VISUALLY ARRESTING, AND WELL-PLANNED, DELIVERED WITH WIT AND NUGGETS OF LOCAL KNOWLEDGE – ONE GETS THE FEELING THAT THE TOUR HAS BEEN SPECIFICALLY TAILORED JUST FOR YOU. A FINAL TREAT IS NOSING THE 'ANGELS SHARE' IN THE TRADITIONAL WAREHOUSE – LITTLE WONDER THAT THE QUEEN HAS HAD A CASK HERE SINCE 1980".

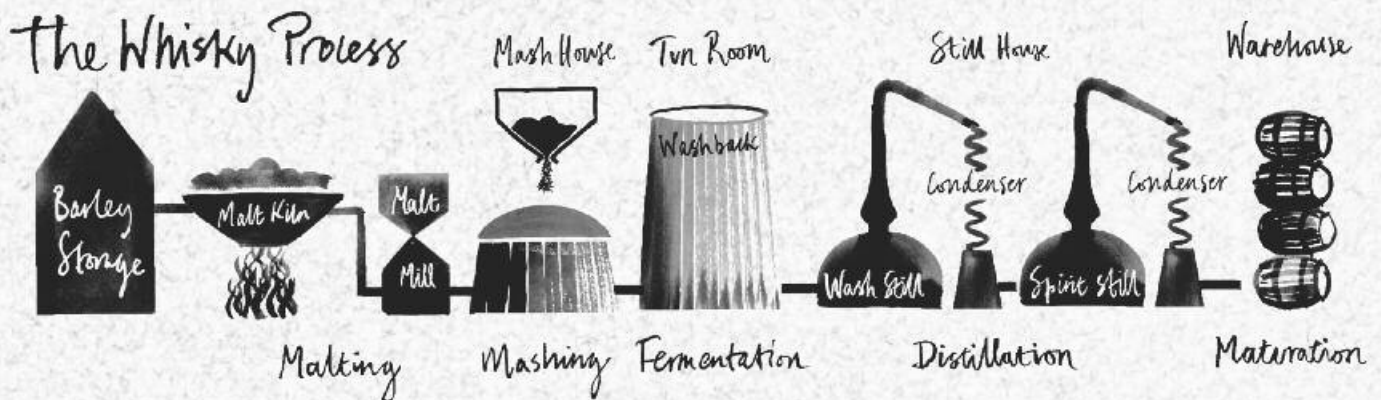
If you can't make it over to Islay in person, our virtual tour is the next best thing. Pour yourself a dram and click on www.bowmore.com/our-home-Distillery-virtual-Distillery-tour



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WHAT IS WHISKY?

At its most basic whisky, the 'water of life', is made up of just three ingredients – a grain (such as barley, rye, wheat or maize), water and yeast – fermented, distilled to less than 95% alcohol and aged in wood. Additionally, Scotch Whisky has to be matured in oak for a minimum of three years in a bonded warehouse in Scotland in casks of 700 litres or less.



MALTING

Barley has to be malted before it can be used to make whisky. Bowmore is one of only six distilleries in Scotland to still use their own malt barns. To start the germination, the barley is steeped in water then spread onto the malt floors and turned regularly to control the temperature and rate of germination.

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KILNING

Next, the barley is dried to halt the germination process. Bowmore burns peat from the Distillery's Laggan Moss peat banks in its malt drying kiln. Heat and smoke billow up from beneath the kiln floor and filter through the green malt, giving it a smoky smell and taste.

MILLING

From here, the malt is taken to the Mill Room where it's cleaned in a 'dressing' machine to get rid of any unwanted material and then passed through the grinder. The first set of rollers crack open the grain and the second grind it down to grist.

MASHING

The grist is passed through to the Mash House where we convert the starch in the grain into liquid sugar or wort, which is what we need to make alcohol. The grist is mixed with three lots of water at increasingly high temperatures to leech out as much sugar as possible and maximise the yield of alcohol.

FERMENTING

The liquid wort is pumped into massive Oregon pine tubs, called washbacks, where yeast is added and fermentation begins. The yeast feeds on the sugar, converting it 100% naturally into alcohol. This is quite spectacular, causing the wash to bubble and froth vigorously.

DISTILLING

Distillation is the process of heating liquid wash until it boils, capturing and cooling the resultant hot vapours, and then collecting the condensed liquid alcohol. Bowmore has two Wash Stills and two Spirit Stills. After double distillation, the 'Middle Cut' is collected and pumped for filling into cask.

MATURING

Bowmore's warehouses, the No. 1 Vaults, provide the perfect conditions for maturation - damp, cold and dark. Here, the casks filled with clear New Make Spirit are carefully stored. The precise selection of casks has a profound effect on the character of the final whisky. American Bourbon casks impart a characteristic vanilla flavour, while ex-sherry casks lend the maturing spirit sherry flavours, a heavier body and deep amber colour.

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THE IMPORTANCE OF WOOD

Maturation in the cask may be the last stage in the whisky making process, but it's also one of the most important. The precise selection of casks used has a profound effect on the final character of our whiskies, as Eddie MacAffer, Bowmore's Distillery Manager, explains: "The casks are vital to us - they contribute around 70% of the flavour".

So what types of cask does Bowmore use and what are the individual characteristics of each?

First, a general point - Single Malt is generally too delicate a spirit to be aged in new oak casks as new oak could overpower the whisky with tannin (an acidic substance with a bitter taste) and vanillin, making it overly astringent. Instead, we select casks that have been previously used for bourbon, sherry or claret.

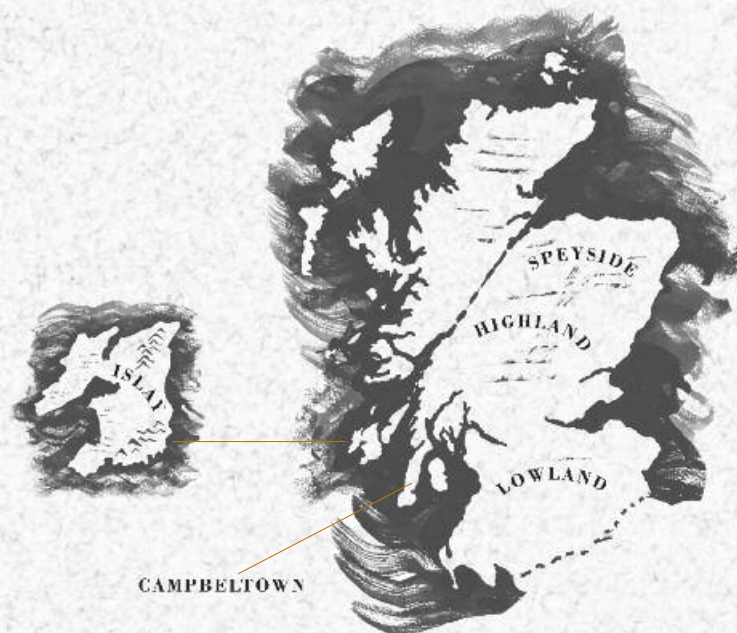
Type of cask	Description	Appearance	Taste
Bourbon	Before filling, these are set on fire for up to a minute, leaving a charred black layer. This opens up the grain and creates a very simple filter.	These charred casks lend their colour to our whisky as it matures, especially during the first 12 years.	Charring caramelises the wood sugars. This leeches into the whisky, giving a characteristic vanilla flavour.
Pedro Ximinez	This very sweet, dark dessert sherry takes its name from the variety of grapes used. These are dried to concentrate their sweetness in the Spanish sun.	The colours are as concentrated as the flavour - dark casks with an unmistakable hue of dark sherry.	Imparts a dark, rich, sticky flavour, perfectly balancing the citrus notes and freshness of our Single Malt whisky.
Oloroso	No other cask has a more dramatic effect on a maturing whisky. The insides of the cask are toasted rather than burnt, creating a much thinner layer of black carbon.	The cask becomes darker and stronger as it ages - lending the maturing whisky a deep amber colour.	Imparts a heavier body, as well as notes of fruit cake and toffee, with just the occasional hint of struck matches.
Fine wine	We only use fine wine casks made from unique Limousin Oak. This has a very open, loose grain, which allows more flavours to make their way into our whisky.	Neither charred nor toasted, these Limousin Oak casks are the autumnal colour of red sky at night.	The open grains in the oak let the full and rich flavours pass across beautifully, adding spiciness and cherries.

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SCOTCH WHISKY

REGIONS & STYLES

Have you got your bearings in the whisky world? Get ready for a whistle-stop tour of the five whisky regions of Scotland.



ISLAY

Located just off the West Coast of Scotland, this small island is lashed by Atlantic winds and rain. Islay is famed for its peat, which is still used as fuel by many of the islanders, and together with salt from the Atlantic Ocean adds to the strong character of Islay malt whisky. In contrast to heavily-peated Islays, Bowmore's unique location on the shores of Loch Indaal makes for a perfectly-balanced whisky with medium levels of peat.

LOWLANDS

The Lowlands region lies south of a line drawn from the Clyde estuary on the west coast to the Tay estuary on the east coast. Home to fewer distilleries than any of the other regions, its whiskies tend to be much softer and lighter in character. They often display very malty, grassy characteristics and more subtle delicate aromas than whiskies from other regions.

BEST ISLAY MALT
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HIGHLANDS

Travelling north of the line stretching from the Clyde to the Tay, you enter the Highlands region. This covers a very large area and includes most of the rest of mainland Scotland. Reflecting this diversity, Highland whiskies display a variety of characteristics, ranging from dry and heathery to sweet and fruity. Some even have a touch of smoke, particularly those nearest the west coast.

SPEYSIDE

Technically, Speyside lies within the Highland region but it's home to so many of Scotland's malt whisky distilleries – approximately half – that it's classified as a whisky region in its own right. This small area of land to the north west of Aberdeen produces mellow, sweet, malty and particularly fruity whiskies.

CAMPBELTOWN

Campbeltown lies on Scotland's Kintyre peninsula. Once a major producer of whisky, it was home to as many as 28 distilleries in its heyday and claimed the title 'whisky capital of the world'. Production then declined to the point that Campbeltown lost its status as a recognised region, but it has once again been granted 'regional status' by the Scotch Whisky Association. Campbeltown whiskies are generally full-bodied with a deep flavour and slight sea-salt tang to the finish.

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OUR ISLAY

With its breathtaking scenery and spectacular wildlife, it's no wonder Islay is known as 'The Queen of the Hebrides'. The southernmost island of the Inner Hebrides, Islay is located just off the West Coast of Scotland, surrounded by the mighty Atlantic Ocean.

Despite having a population of just 3,200, Islay is home to no fewer than nine whisky distilleries: Ardbeg, Bruichladdich, Bunnahabhain, Caol Ila, Kilchoman, Lagavulin, Laphroaig, Port Ellen (now closed) and of course, Bowmore.

One of the most elemental places on earth, Islay is something of a battleground for nature's competing forces. On the one hand you have the mellow, warming influence of the Gulf Stream while on the other, icy winter gales drive sea-salt spray far inland, saturating the peaty soil. It has been like this for millions of years and will continue to be so for millions more.

It's fitting therefore that this island of contrasts should also produce some of the most robust, yet refined and rewarding Single Malt whisky you'll find anywhere.

HISTORY OF ISLAY

Islay has a very long and distinguished history.

There's evidence that the island was inhabited as long ago as 7500BC when the early settlers came to Islay as fishermen and hunters after the last Ice Age. Despite its diminutive size, our little island later became the main seat of power in the west of Scotland, home to the fearsome Lords of the Isles.

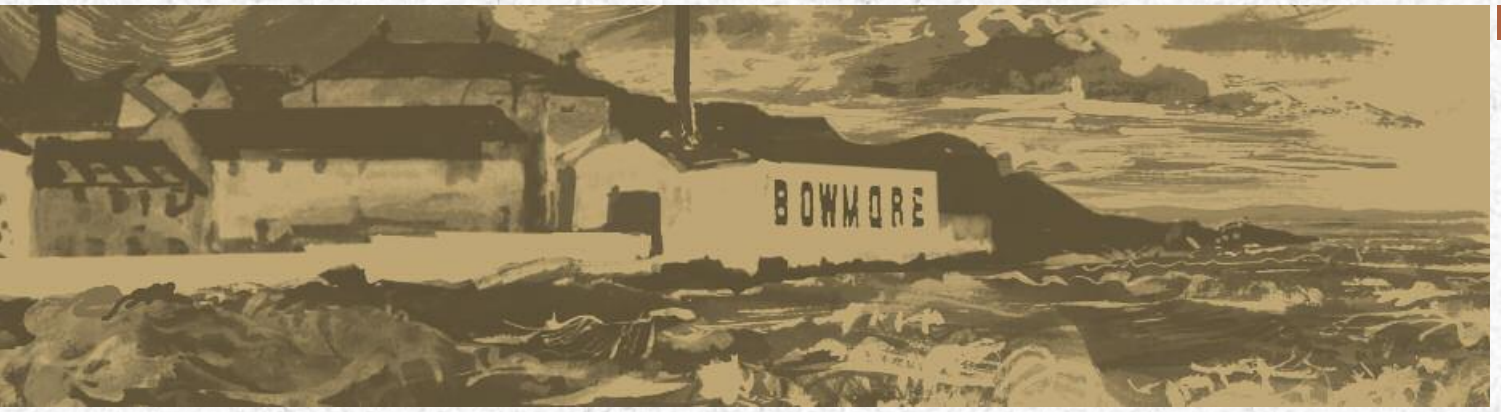
Reflecting its rich heritage, Islay is a veritable archaeological treasure trove. The remains of its military past can still be seen at Finlaggan, while Islay's religious relics include the Kildalton High Cross (Scotland's last remaining unbroken ringed Celtic cross), other high crosses at Kilnave and Kilchoman, and carved grave slabs at Kilchoman, Kilnaughton, Keills, Bridgend, Finlaggan and Nereabolls.

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ISLAY FACTS

1. Islay natives are called Ileachs (pronounced 'ee-lachs').
2. The island is approximately 25 miles long by 20 miles wide, covering an area of 600 square kilometres. It has 130 miles of coastline.
3. The highest mountain on Islay is Beinn Bheigeir, meaning 'mountain of the vicar', at 491m.
4. Islay boasts the world's first commercial wave-powered electrical generation station. This is at Portnahaven on the island's south east peninsula, Islay's main Atlantic-facing coast.
5. Some of Islay's most famous sons:
 - a. George Robertson, the former Secretary General of NATO and former British Defence Secretary. In 1999 he was made Lord Robertson of Port Ellen.
 - b. General Alexander McDougall (born 1731), a famous figure in the American Revolution and the first president of the Bank of New York.
 - c. The Reverend Donald Caskie (1902-1983) who became known as the 'Tartan Pimpernel' for his exploits in France during World War II.
 - d. Glenn Campbell, Scottish political reporter for the BBC. Brought up on Islay, his performance in the High School's annual pantomime is still remembered in Bowmore.
 - e. Billy Stewart, the Government's Chief Scientific advisor in the late 1980s/early 1990s, was born on Islay in 1935. Sir William Stewart, as he's now known, is currently chairman of the Health Protection Agency.
6. Islay is home to an estimated 60,000 geese – that's roughly 18 geese per head of population.
7. The island currently has eight working distilleries.

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OUR WHISKIES

With its peat smoke and Atlantic sea-salt brininess, every dram of Bowmore embodies the very essence of Islay in a glass.

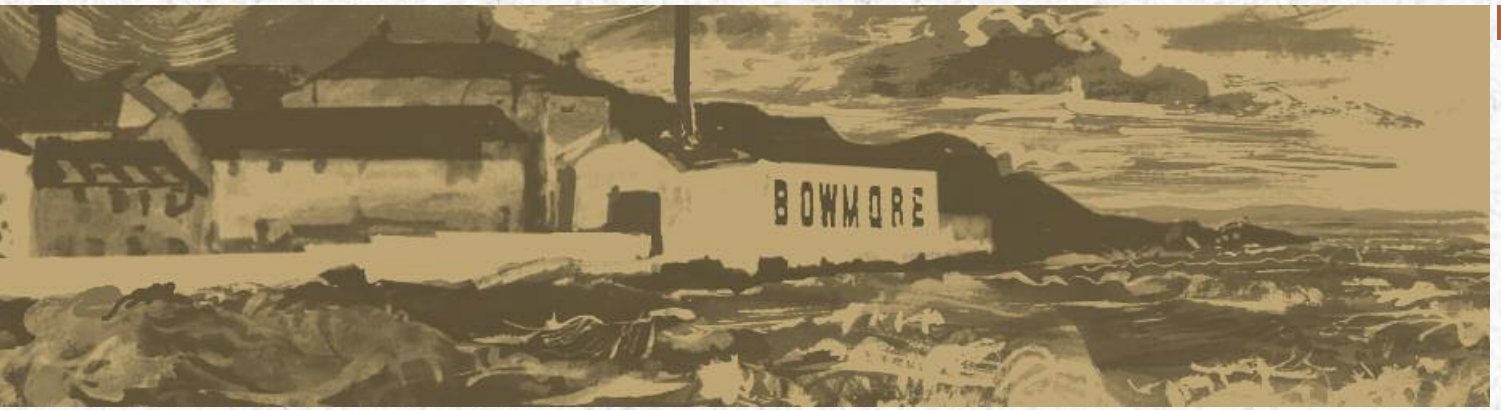
CORE RANGE

Bowmore's core domestic range comprises five favourite bottlings:

- Bowmore Legend
- Bowmore 12 Years Old
- Bowmore 15 Years Old 'Darkest'
- Bowmore 18 Years Old
- Bowmore 25 Years Old



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BOWMORE LEGEND

40% ABV

With tales of sea dragons and phantom horses, Islay is a place **rich in legend** and shrouded in myth. To honour our home, we created Bowmore Legend. Crafted from a selection of the finest casks, Legend is the **perfect introduction** to Bowmore and a firm favourite with industry award judges.



Colour: light gold

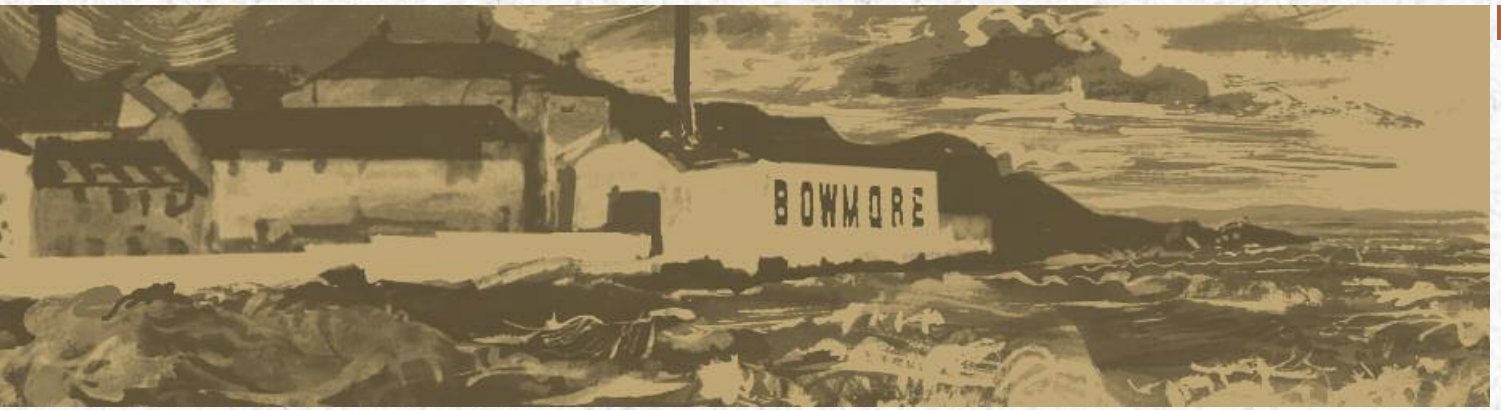
Nose: distinctive Bowmore **smoky peat**, with a slight breeze of fresh sea air

Palate: bold, **zesty lemon** aroma and a touch of **honey**

Finish: full and warm with **distinctive Islay peat smoke**



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BOWMORE 12 YEARS OLD

40% ABV

Complex yet **perfectly balanced**, our 12 Years Old reflects the raw essence of Bowmore – thrashing waves, windswept landscapes and generation upon generation of tradition. Bowmore 12 Years Old has received much **critical acclaim**; the late, great whisky writer Michael Jackson proclaimed it “remarkably long and complex”. We like to think of it as **vanilla ice cream** at a beach bonfire.



Colour: warm amber

Nose: subtle notes of **lemon and honey**, complemented beautifully by Bowmore’s trademark **peaty** smokiness

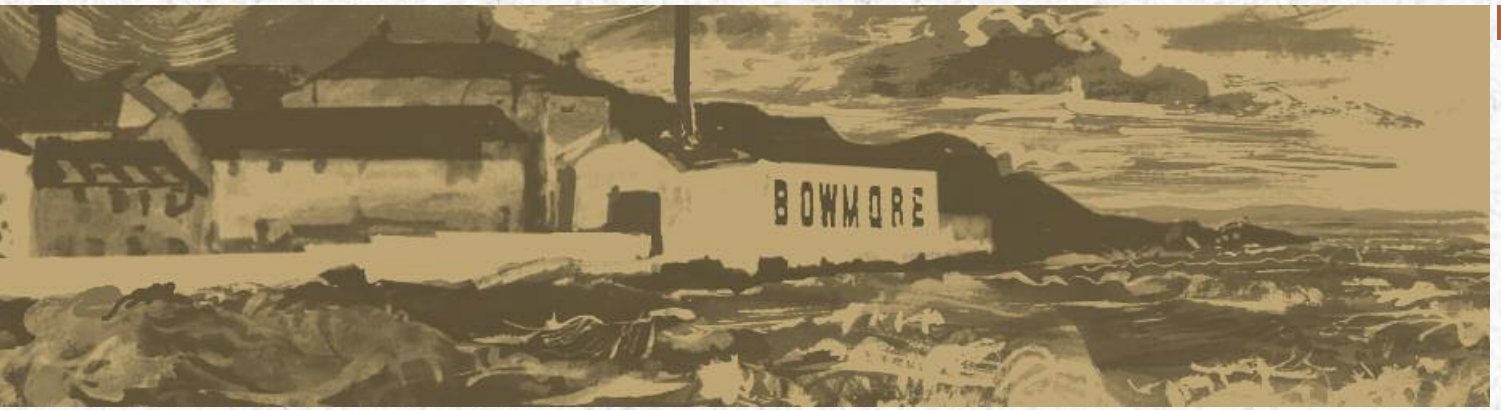
Palate: warm and delicious with subtle **dark chocolate** and **peat smoke**

Finish: long and **subtle**

Tasting Tip: To fully enjoy the aroma, savour Bowmore 12 Years Old outside in the fresh air. See how a drop of water releases those refreshing citrus notes.



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BOWMORE 15 YEARS OLD 'DARKEST'

43% ABV

A delight to the senses, our 15 Years Old is matured in a combination of both specially selected North American bourbon casks and the finest Oloroso sherry casks. The final three years spent maturing in sherry oak casks give this whisky the rich, deep colour echoed in its name. Bowmore 15 Years Old 'Darkest' has attracted many accolades, including from Paul Pacult of The Spirit Journal who holds it aloft as "a clinic on how to finish a malt in sherry casks".



Colour: treacle dark amber

Nose: delicious **dark chocolate**, rich, **dark fruits** and a tell-tale wisp of Islay **smoke**

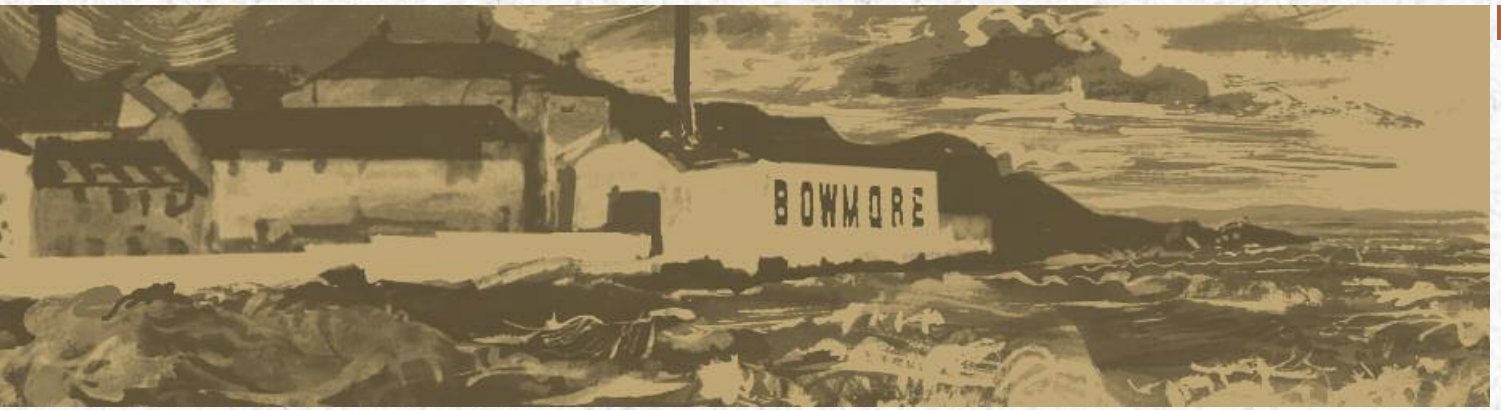
Palate: wonderful **cedar wood** and rich **treacle toffee**

Finish: **robust** and warming with a hint of **sherry tannin**

Tasting Tip: Our Bowmore 15 Years Old 'Darkest' has real warmth and depth. Warm the glass in your hands before sipping to bring out the classic Bowmore smokiness, dark chocolate and raisin aromas.



THE FIRST ISLAY MALT
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BOWMORE 18 YEARS OLD

43% ABV

Nurtured in oak casks for 18 years, this is one of the finest malts of its kind; a truly long, well-balanced and wonderful dram.

Colour: mellow mahogany

Nose: classic Bowmore **smokiness**, perfectly tempered with **creamy caramel**, **chocolate** and **ripe fruit** aromas

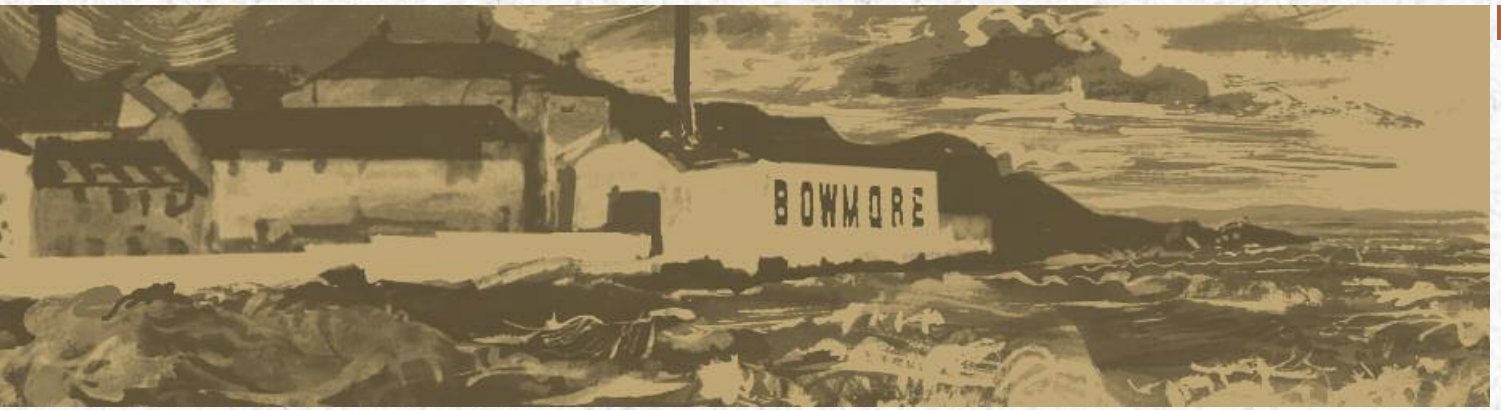
Palate: incredibly complex - beautiful **soft fruit** and **chocolate** balanced with a light **smokiness**

Finish: long and wonderfully **balanced**

Tasting Tip: Our Bowmore 18 Years Old is delightful on its own or complemented by a rich dessert or petit-four (or two).



THE FIRST ISLAY MALT
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BOWMORE 25 YEARS OLD

43% ABV

A multi-international award winner, this exceptional whisky has matured for 25 years in an inspired combination of North American bourbon and Spanish sherry casks. Writing in his Spirit Journal, Paul Pacult proclaimed it “doubtlessly one of the finest Single Malts to be found in the marketplace.”



Colour: deep, rich mahogany

Nose: intense **sherry** and **stewed fruits**, with just a trace of Bowmore **smokiness**

Palate: delicious **toffee** and **hazelnut**, woven together with just a hint of **sweet** peat smoke

Finish: mellow, gentle and incredibly **complex** – a whisky to be savoured slowly



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TRAVEL RETAIL / DUTY FREE RANGE

You won't find these premium malts on any high street.

Our exclusive travel retail and duty free range includes:

- Bowmore Surf
- Bowmore Enigma 12 Years Old
- Bowmore Mariner 15 Years Old
- Bowmore 17 Years Old
- Bowmore Cask Strength



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BOWMORE SURF

40% ABV

Taking its inspiration from the waves that continually pound Islay's 130 miles of coastline – and indeed the walls of our No. 1 Vaults – and the sea salt-spray that is driven inland to saturate our peaty soil, Bowmore Surf pays homage to the ocean's all-pervading force.

Colour: light barley straw

Nose: **peat smoke**, light **zesty fruits** and a hint of fresh **sea air**

Palate: bursting with **warm smoke**, oak and **honey**, balanced with a hint of **zesty lime**

Finish: **robust** and warm



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BOWMORE ENIGMA 12 YEARS OLD

40% ABV

A land of contrasts, Islay enjoys a mild climate when the icy winter gales aren't sweeping in off the Atlantic, is one of the most rugged environments on earth but also one of its friendliest places and despite the intensity of its peat smoke and sea-salt influences this little island can still produce a whisky as perfectly balanced as Bowmore. Celebrating all this diversity, Bowmore Enigma refuses to conform to stereotypes.



Colour: deep bronze

Nose: classic Bowmore **smokiness**, infused with **sweet sherry** and hints of **heather honey**

Palate: **sweet** sherry flavours, followed by a more robust **smokiness** and trace of fresh **lemon zest**

Finish: beautifully **balanced** sweet peat **smoke** with a hint of **sea salt**

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BOWMORE MARINER 15 YEARS OLD

43% ABV

From its earliest settlers to the Lords of the Isles who ruled their maritime kingdom from here and the many shipwrecks that litter our shores, nothing influences Islay quiet as much as the sea. Dark copper in colour and matured in a marriage of American and Spanish oak, Bowmore Mariner captures the sea-salt tang familiar to all those whose fates are inextricably linked with the sea.



Colour: deep copper

Nose: **peat smoke** complemented with **toffee** and fresh **green apples**

Palate: **creamy oak smokiness** with sweet **stewed fruits** and just a hint of **sea salt**

Finish: long, complex and **subtle**

THE FIRST ISLAY MALT
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BOWMORE 17 YEARS OLD

43% ABV

'The manager's dram' - so called because it has been the personal favourite of the past three Distillery Managers at Bowmore. The Bowmore 17 Years Old has a huge international following and is revered in the whisky world as a benchmark spirit.

Colour: warm antique gold

Nose: light **peat smoke**, rich **treacle toffee** and ripe **exotic fruits**

Palate: luscious **creamy toffee** and malty sweetness, accompanied by a delicious warm **smokiness**

Finish: incredibly **smooth**, warm and **comforting**



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BOWMORE CASK STRENGTH

56% ABV

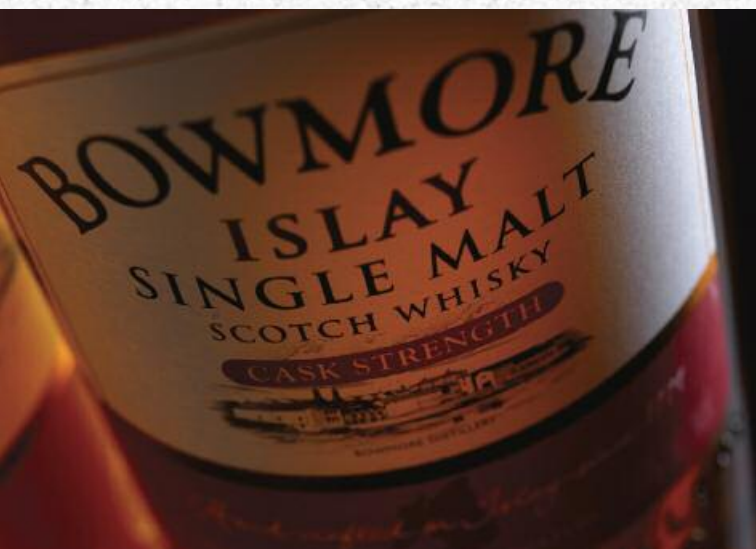
It's said that you can tell the true quality of a cask strength whisky by how much it needs to be diluted to make it palatable. At 56%, Bowmore Cask Strength is a remarkably full-bodied, rich Single Malt that requires very little water, if any!

Colour: rich auburn

Nose: fresh **sea air**, subtle **sweet malt** and **oak smoke**

Palate: rich luscious **smokiness**, balanced with sweet **caramelised sugar**

Finish: **powerful**, meaty and warm



THE FIRST ISLAY MALT
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VERY LIMITED EDITIONS

Rarely released and impossible to replicate, our limited edition whiskies are for the true Single Malt enthusiast and collector.

Remarkable expressions all round, Bowmore's exclusive range of limited edition bottlings includes the highly sought-after:

- Bowmore Tempest
- Bowmore 1964 Trilogy – Black Bowmore, White Bowmore and Gold Bowmore
- Bowmore 40 Years Old
- Bowmore 1981

BOWMORE TEMPEST

Small Batch Release and non chill-filtered

Aged for a decade in first-fill bourbon casks, with only our No. 1 Vaults' wall to protect it from the crashing waves beyond, Bowmore Tempest encapsulates all the rugged, stormy sea qualities associated with our weather-beaten Distillery. As complex as they come, this golden-coloured treasure still retains Bowmore's differentiating quality – perfect balance. Bowmore Tempest is released in small batch releases.

BOWMORE 1964 TRILOGY

Every Bowmore limited edition bottling is special, but the ever-dwindling stock of the Bowmore 1964 collection stands out as a truly exceptional, multi-faceted gem.

The Trilogy began in 2007 with Black Bowmore, followed a year later by White Bowmore, with the Gold being released in 2009. Just a few hundred bottles were ever produced, making Bowmore 1964 Trilogy one of the most prized collections in the world.

BLACK BOWMORE 1964, 42 YEARS OLD

40.5% ABV

Distilled on 5th November 1964, this spirit was carefully filled into Oloroso sherry casks where it spent the next four decades and more perfecting its stunning aroma and palate, and its rich, deep, dark, almost ebony colour – hence its fitting 'Black' Bowmore title. Only 827 bottles were produced, making this an extremely rare and sought-after bottling.

WHITE BOWMORE 1964 43 YEARS OLD

42.8% ABV

The second in our limited edition 1964 Trilogy series, the White Bowmore was distilled on exactly the same day as the Black Bowmore, but then filled into bourbon casks, making for a fascinating contrast. Matured for 43 years in our legendary No. 1 Vaults and infused with light, luscious vanilla tones, the White Bowmore was awarded 94 points by John Hansell in the Malt Advocate. One of the most talked-about releases of 2008, only 732 bottles were produced.



GOLD BOWMORE 1964 44 YEARS OLD

42.4% ABV

Created from the same hand-crafted spirit as the Black and then White Bowmore, with the individual taste of each influenced by the different casks used for maturation, Gold Bowmore was matured in three bourbon casks and a single Oloroso cask before being carefully married together. A highly collectible, multi-award winning whisky, just 701 bottles of Gold Bowmore were released, each lovingly hand-numbered and presented in a stunning Burr Elm box – a fitting, golden-coloured tribute to complete the Bowmore 1964 Trilogy.

BOWMORE 40 YEARS OLD

44.8% ABV

One of the rarest Single Malts ever produced by Bowmore, just 53 bottles of the limited edition Bowmore 40 Years Old were released for sale in 2010, making it the ultimate gift for the whisky connoisseur.

Hand-crafted to perfection, this remarkable spirit had been maturing in a single, specially selected American bourbon cask since 29th March 1969. Inspired by the rugged Islay coastline, each bottle was individually hand-blown and sculpted by Scotland's foremost glass-blowers, Brodie Nairn and Nichola Burns, so no two bottles are the same. Hamilton & Inches, one of Scotland's most prestigious silversmiths, produced the hand-engraved silver collars that adorn each bottle. A beautifully polished natural slate plinth on which to display this extraordinary creation provides the finishing touch.

BOWMORE 1981

49.6% ABV

Bowmore 1981 is the first in the Bowmore vintage series. This rare and limited release of only 402 bottles is a collector's must-have. Presented in a wooden gift box with a 'weather-beaten' brown leather strap and copper buckle, each glistening bronze bottle is accompanied by an individually numbered certificate, personally signed by Eddie MacAffer, the Distillery Manager.

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AWARDS & ACCOLADES

AWARDS

Bowmore is one of the most prized whiskies in the world, literally. Take a look inside our trophy cabinet.

WORLD WHISKY AWARDS

2011

Best Islay Single Malt - Bowmore Tempest

SAN FRANCISCO WORLD SPIRITS COMPETITION

2011

Gold - Bowmore 12 Years Old

Double Gold - Bowmore 15 Years Old

2009

Double Gold - Bowmore 12 Years Old

Gold - Bowmore 16 Years Old 1992

Silver - Bowmore Legend

HONG KONG INTERNATIONAL WINE & SPIRIT COMPETITION

2010

Gold - Bowmore 15 Years Old 'Darkest'

Silver - Bowmore Enigma 12 Years Old

Bronze - Bowmore 12 Years Old

THE INTERNATIONAL WINE & SPIRIT COMPETITION

2010

Gold - Bowmore Tempest 10 Years Old

2009

Gold: Best In Class - Bowmore 12 Years Old

Silver: Best in Class - Bowmore 15 Years Old 'Darkest'

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ACCOLADES

Many industry experts have been kind enough to bestow praise on our whiskies. We share some of it with you here.

BOWMORE 12 YEARS OLD

“Remarkably long and complex”

Michael Jackson, whisky expert and writer

“Great balance between dry smoke and soft fruits”

Dave Broom, Whisky Magazine

BOWMORE 15 YEARS OLD ‘DARKEST’

“This is a clinic on how to finish a malt in sherry casks”

Paul Pacult, The Spirit Journal

BOWMORE 18 YEARS OLD

“If you can’t find a Bowmore to fall in love with, you may have to consider very seriously the possibility that you’re wasting your money drinking whisky at all.”

Iain Banks, Author

BOWMORE 25 YEARS OLD

“doubtless one of the finest Single Malts to be found in the marketplace... a sensational malt.”

“superb purity...”

“the midpalate explodes on the tongue with deep tastes of maple, honey, brown sugar and toffee; the finish is long, nicely balanced between the sea salt and sherry, succulent.”

“the superior craftsmanship of Bowmore remains steady and true”

Paul Pacult, The Spirit Journal

BOWMORE 15 YEARS OLD MARINER

“Brilliant, new copper penny... this compelling nose has intriguing aromatic notes of leather, sweet cereal grain, nuts, oloroso sherry, and lanolin – it’s a round, almost plump bouquet that reminds me quite a lot of the bigger, creamier side of Speyside – hardly any peat/iodine in this beauty – a bacon fat/yeasty ringer that pleases in all four nosings; in the mouth, the sherry richness suggested the greatness of its older brother the superb 17 Years Old.”

Paul Pacult, The Spirit Journal

BOWMORE 17 YEARS OLD

“A best-kept Bowmore secret; the aftertaste reprises the heady sherry tones so profoundly evident both in the bouquet and the midpalate; rock solid and luscious.”

Paul Pacult, The Spirit Journal

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Nº1 VAULTS

OUR INNER CORE

Lovers of Bowmore Single Malt whisky are invited to join the Inner Core, our online community of like-minded enthusiasts.

Benefits of membership include:

- opportunity to discover your Gaelic name and receive an honorary Ileach certificate
- advance warning of limited edition releases
- stay up to date with all the latest Bowmore news, special offers and competitions
- invitations to exclusive worldwide events
- direct access to our Distillery team so you can learn more about your beloved Bowmore.

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TASTING TIPS

If Bowmore is all that is Islay in a glass, then there's lots to discover. Let us be your guide.

1. GET READY

Pour yourself a small measure of whisky. A nosing glass that's narrower at the top than the bottom is best. Hold it by the stem or base so as not to warm the glass. Have a bottle of un-chilled water to hand (preferably Scottish spring water).

2. CHECK THE COLOUR

Hold the glass up to the light. Colour doesn't necessarily reveal age, but it does provide clues as to how the whisky was matured. A golden-hued Single Malt, for example, is likely to have been matured in sherry oak casks, while a very pale whisky suggests bourbon casks. Either way, you don't need to decide just yet.

3. LOOK AT THE 'LEGS'

Hold the glass at an angle and rotate it briskly, so that the whisky coats the inside of the glass. Now hold it upright and watch the liquid form the 'legs' as it runs down the sides of the glass. The slower the legs, the older the whisky. Try two or three bottles of Bowmore of varying ages and you'll see what we mean.

4. NOSE THE WHISKY

Hold your glass at arm's length then pass it smoothly under your nose, breathing in deeply through the nose as you do. What do those smells remind you of? The classic Bowmore aromas are smoke and peat, but you'll discover much else besides. Try to remember that 'signature'. Now do the same again.

5. TASTE THE SPIRIT

Finally, some would say... form your tongue into a small spoon shape in your mouth. Sip from the glass, letting the Single Malt nestle on your tongue. Think about the aromas and flavours you're experiencing - see how complex and changeable they are.

6. ADD A LITTLE WATER

Don't drown it. Just a few drops should be enough. Now swirl the glass and take a small mouthful along with some air. You'll be amazed at all the different aromatics and subtleties that suddenly come to light.

7. ENJOY

There are no 'right' or 'wrong' ways to describe the aromas and tastes you're experiencing, so just sit back and enjoy the sensations. And then maybe pour yourself a wee drop more.

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FOOD FOR THOUGHT

Ever wondered which foods go best with which whisky? In our opinion, the following alliances complement each other perfectly. Enjoy!

BOWMORE 12 YEARS OLD

Oysters or smoked salmon with fresh lemon and cracked black pepper to complete the zesty sweetness of our 12 Years Old.

BOWMORE 15 YEARS OLD 'DARKEST'

Parma ham wrapped figs, dark chocolate torte or venison medallions, but not all at once! A dram drizzled over haggis also brings the rich fruitiness of our 15 Years Old 'Darkest' to life.

BOWMORE 18 YEARS OLD

Oysters with finely grated lemon zest or camembert cheese to enhance the creamy caramel smokiness of our celebrated 18 Years Old.

BOWMORE 25 YEARS OLD

Rich, dark chocolate truffles or delicious pecan pie complement the hazelnut and toffee notes of our exceptional 25 Years Old.



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OUR PARTNERS

Bowmore is unique within the whisky world, but we do share similar values with our partners.

THE NATIONAL GEOGRAPHIC

Like Bowmore, National Geographic is passionate about its subject, dedicated to the natural world and committed to quality. We are therefore delighted to have signed a long-term international partnership with this world-renowned authority on nature and the outdoors. This includes sponsorship of the National Geographic International Photography Competition (IPC), print and website advertising, as well as brand presence in the flagship London Regent Street store.

"WE ARE DELIGHTED THAT BOWMORE HAS COME ON BOARD AS SPONSOR OF THE INTERNATIONAL PHOTOGRAPHY COMPETITION AND LOOK FORWARD TO EXTENDING OUR RELATIONSHIP INTO OTHER AREAS AND TERRITORIES."

Rebecca Hill, International Marketing Director, National Geographic magazine

The IPC invites amateur photographers and lovers of the great outdoors from both the UK and Sweden to submit their favourite photographs inspired by people, places or nature. The prize is a trip to Islay and to see their work featured in a future Bowmore advertising campaign in the National Geographic Magazine, which will be seen by nearly two million people in the UK.

MARINE CONSERVATION SOCIETY

The waters around Islay help to shape the unique character of Bowmore, so we are pleased to support the Marine Conservation Society which helps to keep the oceans and our whisky just the way they are.

For everyone who joins our Inner Core, we make a donation to MCS to support their vital work of helping to save the oceans and the flora and fauna that inhabit them. Long may they, and we, continue.

"MCS IS DELIGHTED TO BE GETTING THIS AMAZING SUPPORT FROM BOWMORE. IT'S VITAL TO BOWMORE THAT THE SEAS AROUND ISLAY AND SCOTLAND ARE HEALTHY AND IN THE LAST TEN YEARS MCS HAS PLAYED A KEY ROLE IN THE PROTECTION AND STEWARDSHIP OF SCOTTISH WATERS. WE'RE CONFIDENT THIS PARTNERSHIP WILL BE A CAUSE TO RAISE YOUR GLASS TO."

Katharine Moore, Corporate Fundraiser, Marine Conservation Society

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BOWMORE COTTAGES

A Bowmore enthusiast's dream and the perfect base from which to explore Islay, Bowmore Distillery Cottages are available all year round as holiday lets.

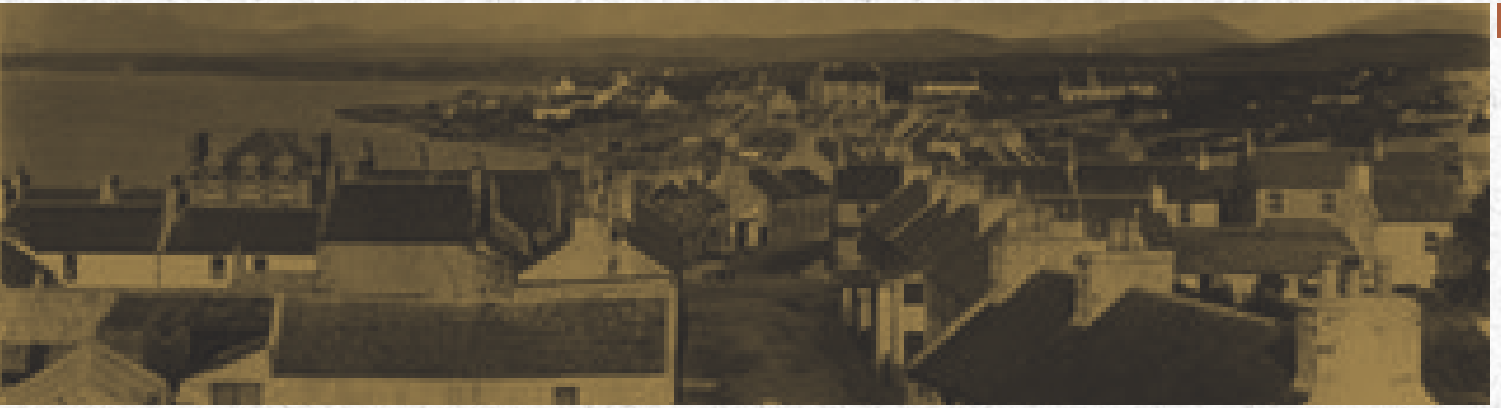
Individually decorated and renovated to 4* VisitScotland standard, all six cottages lie within a stone's throw of the Distillery in the heart of Islay's picturesque capital, Bowmore.

Accommodation is provided for two to 14 people, making them ideal for couples up to a large group of family and friends. Guests are treated to a complimentary tour of the Distillery and greeted by a bottle of Bowmore 12 Years Old, providing the warmest of Islay welcomes.

For further information on Bowmore Distillery Cottages, visit <http://cottages.bowmore.co.uk>



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BOWMORE VILLAGE

Home to almost one third of the island's population, Bowmore is a small, pretty village.

Besides the Distillery, it's known for its whitewashed houses, tiny, stone-built harbour and iconic Bowmore Round Church, which sits at the top of Main Street, commanding impressive views over the village, Loch Indaal and beyond.



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OUR ENVIRONMENT

Bowmore Distillery is proud to be a part of Islay's community and contributes positively to island life. As you would expect, we take our responsibilities very seriously and employ good environmental, not to mention corporate and social, practices wherever we can.

PEAT CAFFING

Peat is part of what gives Bowmore Islay Single Malt whiskies their distinctive taste. By introducing peat casking, we've cut the amount of peat burned during production by 468 tonnes per year, conserving this natural resource. We've also managed to reduce peat ash waste by 33,210kg, which would otherwise have gone to landfill.

RECYCLING CASKS

At Bowmore, we typically use our casks twice. They are then recycled to make furniture and ground coverings or sold as flower pots to raise money for charity.

DRAFF

Spent grains/draff from the process are used by local farmers for livestock feed.

LANDSCAPE/VISUAL

We give our buildings a fresh coat of paint every year to support the village's conservation status.

In 2003, we transformed some waste ground on the Distillery site into a garden, complete with decking areas and a small pavilion, for use by the local community and visitors.

RECYCLING WATER

Bowmore has installed a closed loop system, which means that no hot water is returned to our water source. Since the mid-1990s we've invested £3,500,000 in an island effluent control programme and continue to work with Scottish Water and Stirling University to maintain best practice.

COMMUNITY

Bowmore Distillery lies at the heart of Islay and has always enjoyed a close relationship with the community. In 1991, we donated Warehouse Number 3 to the community for conversion into the MacTaggart Leisure Centre. The Distillery's heat exchange system heats the swimming pool free of charge.

Bowmore Distillery also donated the village square to the local community for £1 and renovated two old dilapidated buildings on the square.



BOWMORE BASICS

1. What differentiates Bowmore Islay Single Malt whisky from other malts?
 - a) Floor malting
 - b) Peat smoke from local peat
 - c) Industry-leading cask management
 - d) The legendary Bowmore No. 1 Vaults
 - e) Our people

2. Why is floor malting important to Bowmore?

Floor malting is the back-breaking process of malting barley on the old stone floor of the Distillery. Once it has been steeped in water for two days, the barley is spread out over the floor and allowed to germinate for a further five to seven days. Throughout this period, the barley is turned by hand at regular intervals to control the temperature and rate of germination.

Because it's expensive, only five distilleries in Scotland still operate their own malt barns. Bowmore has malted its barley this way for over 200 years and will continue to do so as it imparts a distinctive flavour to our much-loved whiskies.

3. Where does our barley come from?

Every grain of our barley is grown by 16 dedicated farms in Scotland and shipped from the mainland. Bowmore was the first Distillery to establish full traceability from the field all the way to the bottle.

4. What percentage of barley do we malt ourselves?

We malt approximately 40% of our barley on our own malt barn floors. The rest is malted on the mainland to our exact specifications.

5. What is special about using peat?

Bowmore burns peat from the Distillery's Laggan Moss peat banks in its malt drying kiln. Heat and smoke billow up through the green malt, imparting a unique smoky smell and taste.

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6. **What type of casks does Bowmore use?**

The selection of casks has a profound effect on the character of the final whisky. Bowmore uses mostly ex-American bourbon and Spanish sherry casks. Bourbon casks impart a characteristic vanilla flavour to the whisky, while sherry casks lend the maturing spirit a heavier body and deep amber colour. They offer fruit cake, toffee and, sometimes, a sulphur character not unlike struck matches.

Cask management is crucial to our whiskies' distinctive flavours and character, so Bowmore makes a significant investment in the casks used – around four times the industry average.

7. **What makes Bowmore Distillery's No. 1 Vaults legendary?**

The cool, dark warehouses in which Bowmore's final character develops actually lie below sea level, making them unique.

Here our whiskies lie, slowly taking on some of the characteristics of their environment and gently maturing to perfection, while outside Loch Indaal's waves continue to crash against our cellar walls.

8. **Is there a secret ingredient to Islay's first Single Malt whisky?**

There are many theories as to why Bowmore Islay Single Malt whisky is regarded as one of the world's finest. While many point to the ancient waters of the Laggan River or the decades spent maturing in oak casks, Bowmore's distinctive character could not be achieved without the people who make it.

9. **How many bottles a year does Bowmore Distillery produce?**

Total production for Bowmore Distillery is around 2 million bottles per year – that's over 60 million drams of Bowmore Islay Single Malt whisky that are being enjoyed every year.

10. **Where can Bowmore Islay Single Malt whisky be found?**

Bowmore can be found in all good whisky bars and specialist retailers in more than 40 countries worldwide.

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BOWMORE TALES

WHAT'S IN A NAME?

Some 400 years after the name Bowmore first appeared in history books, the jury's still out on its origins. Some would have it that the name refers to the little black reef just outside Lock Indaal, the scene of so many shipwrecks over the years. Others believe the place was originally called Poll-mor meaning great pool, which incoming Lowlanders corrupted into Bowmore. Or perhaps it derives from the Norse Bogha Mor, meaning sunken rock. If truth be told, we'll probably never know.

HEATED BY WHISKY

Swimming on Islay used to be a short, sharp and very cold affair as the only option was the surrounding sea. That was until 1991 when Bowmore Distillery donated its No 3 Warehouse for conversion into the MacTaggart Leisure Centre and Swimming Pool. Inspiration didn't stop there. The Distillery also agreed to use its recycled hot water to heat the swimming pool. The only disappointment for the Centre's many visitors is that it's just water that heats the pool.

BY ROYAL APPOINTMENT

In August 1980, Her Majesty Queen Elizabeth II made her one and only visit to a whisky Distillery; that Distillery was Bowmore. When Bowmore heard she was coming, they arranged for her to arrive in style and had a Rolls Royce ferried to Islay in time for her visit. Alas, the crossing was far from plain sailing. So Tosh, the local panel beater, had to work through the night to effect some hasty repairs. Needless to say, the car was in immaculate condition in time for its Royal Appointment.

ALMOST BLOWN AWAY

During the Second World War, Islay's population was boosted by over 4,000 servicemen. Accommodation was a major challenge and Bowmore Distillery played its part by hosting both the Royal Air Force and the Royal Canadian Air Force, who flew the famous Sunderland flying boats. In March 1943 the island endured one of the worst storms in its history and crewmen had to battle for 11 days to save their planes from disaster. This included men clambering out onto the wings of their aircraft to keep them balanced and one pilot sitting at the controls of his Sunderland for 50 hours. One can only hope there were a few drams to hand.

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HELD TO RANSOM

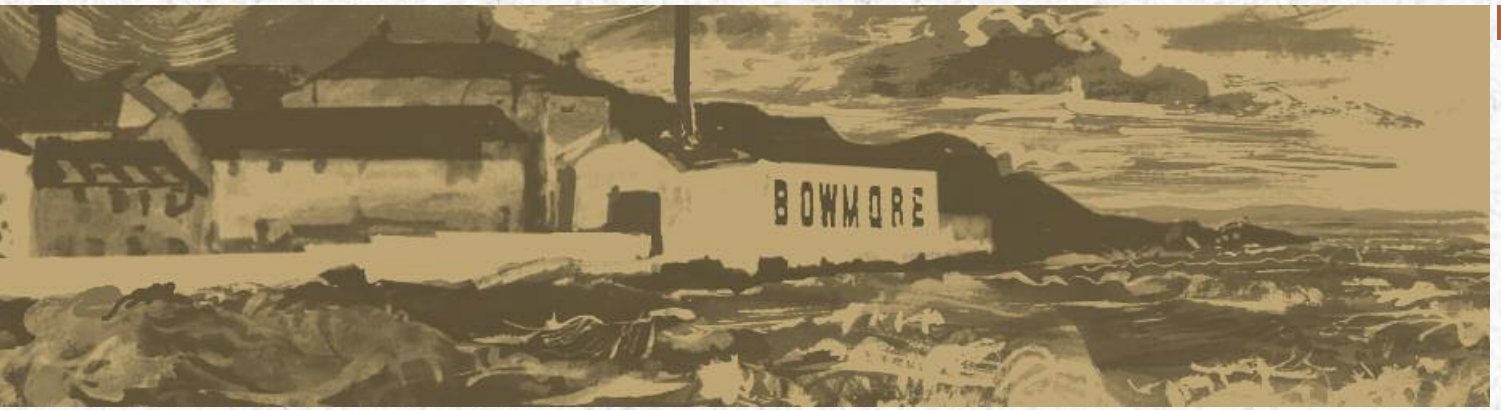
On 18th January 1999, American national public radio reported a burglary at the Chateau Louis liquor store in Edmonton, Canada. The booty: an extremely rare bottle of Bowmore 40 Years Old - one of only 294 in circulation - valued at \$8,000. Its celebrity wasn't wasted on the thieves who later contacted the storeowner with a ransom demand for \$2,500. The ransom was never paid and despite Bowmore Distillery's best efforts, the whereabouts of bottle No 249 remains a mystery - unless you know different!

A LONG AND WINDING ROUTE

The water that goes into the making of Bowmore Islay Single Malt whisky travels a long way - 10km as the crow flies. But it's not that straightforward. Every peat-laden drop takes an arduous, meandering, course from the River Laggan, over Caledonian quartz, through Torridonian rock and along 14km of man-made lade to the Distillery. Legend has it that the exact course was determined by a local tailor after watching droplets of water chase each other down a length of waxed thread.



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APPENDIX I

Morrison Bowmore Distillers Limited was founded by Mr Stanley P Morrison and Mr J Howat in 1951. Today, it is a wholly owned subsidiary of Suntory Limited.

One of the leading names in whisky, Morrison Bowmore Distillers operates three distilleries in the main whisky producing regions: Bowmore (Islay), Glen Garioch (Highlands) and Auchentoshan (Lowlands). It also has significant blending, bottling and warehousing facilities.



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