



Media Contacts
Manuela Savona
Savona Communications
Manuela@savonacommunications.com
917.969.1275

Morrison Bowmore Distillers' McClelland's® Single Malt Scotch Whisky Portfolio Wins Silver Across The Board In The 2013 International Wine and Spirits Competition



Glasgow, Scotland (July 29, 2013) – Morrison Bowmore Distillers is proud to announce that their top-selling **McClelland's® Single Malt Scotch Whisky** portfolio has been awarded four Silver medals in the **2013 International Wine and Spirit Competition (IWSC)**, one for each category in which they competed:

- *Silver Outstanding* for McClelland's Lowland Single Malt Scotch Whisky
- *Silver Outstanding* for McClelland's Speyside Single Malt Scotch Whisky
- *Silver* for McClelland's Highland Single Malt Scotch Whisky
- *Silver* for McClelland's Islay Single Malt Scotch Whisky

Founded in 1969, the IWSC is considered to be the most prestigious competition of its kind in the world. The results were announced at the 6th Annual Spirits Tasting on July 24, a celebration which also marked the 44th year of the Competition. Close to 200 award-winning spirits from all over the world were showcased at the event, including products from Scotland, Taiwan, Sweden, Germany, South Africa and the Caribbean.

McClelland's ranks at number 21 (as of 2012) in worldwide sales and is the second best-selling malt in the Morrison Bowmore portfolio. Over the last 10 years, McClelland's global sales have grown by close to 30%. McClelland's offers a range of four Single Malt Scotch Whiskies, each of which provides consumers a chance to explore Scotland's key whisky producing regions and reflect the true essence and distinct characteristics of that region:

- **McClelland's Lowland** - *This clean, citrusy dram from the broad, open plains of southern Scotland is the perfect starting point on your single malt journey.*
- **McClelland's Speyside**- *From the heart of Speyside, the spiritual home of whisky making, comes this sweet and vibrant single malt to brighten your palate with delicate fruity aromas.*
- **McClelland's Highland** - *A rich and spicy single malt crafted from the incomparable beauty of The Scottish Highlands.*
- **McClelland's Islay** - *This beautiful, smoky single malt comes from the famous island of Islay revered by whisky lovers the world over. A full-bodied dram with a taste of the sea.*

Recently, the brand introduced new packaging – a premium gift box and a refreshed label – which underscores the spirit's quality and addresses consumer demand for a greater level of education on the taste experience of the famous whisky producing areas. McClelland's is positioned as an excellent choice as an entry level Single Malt Scotch whisky, ideal for newcomers to the category as well as those more familiar with Single Malts. The new cartons are completely recyclable, lowering the brand's carbon footprint.

"We are thrilled to see that our entire portfolio has been awarded such high honors at the prestigious IWSC this year," says Gemma Hertwig, McClelland's Brand Manager. "Recognition of this sort, when communicated at retail, provides consumers with a helpful reference when making their purchase decision to know that knowledgeable judges have named our whiskies as some of the best in the world."

Products entered to IWSC are first tasted blind by expert panels, selected from more than 300 fully experienced and qualified industry judges. Then, products which receive the top medals are subject to technical analysis before results are released; this crucial stage ensures winners receive complete validation. Search the full list of results online at iwsc.net/results

ABOUT MCCLELLAND'S SINGLE MALT SCOTCH WHISKY (www.mcclellands.co.uk)

McClelland's is a regional single malt Scotch whisky with expressions from Scotland's four main whisky producing areas: Lowlands, Highlands, Speyside and Islay. It is produced by Morrison Bowmore Distillers, Glasgow, Scotland and distributed in the U.S. by Campari America. McClelland's is the 6th largest single malt in US domestic market by volume and 21st globally (IWSR 2012). McClelland's is available nationwide in 50ml, 750ml, 700ml and 1.75L bottles.

ABOUT MORRISON BOWMORE DISTILLERS (www.morrisonbowmore.com)

Founded in 1951, Morrison Bowmore Distillers Limited is a wholly owned subsidiary of Suntory Limited and is one of the major names in Scotch whisky. With three Malt Whisky Distilleries situated in the major production areas of Islay (Bowmore), the Highlands (Glen Garioch) and the Lowlands (Auchentoshan), as well as significant blending, bottling and warehousing facilities, the company has established a leading role in the export of Single Malts. The success of Morrison Bowmore Distillers Limited is based upon maintenance of traditional values and innovation in the marketplace.

ABOUT INTERNATIONAL WINE AND SPIRITS COMPETITION (www.iwsc.net)

The International Wine and Spirit Competition was founded in 1969 and is the premier competition of its kind in the world. Its aim is to promote the quality and excellence of the world's best wines, spirits and liqueurs. All entries are first, blind tasted in groups divided by variety, region and vintage as necessary, by professional expert judges (by glass, not bottle) and then the top products are sent for detailed (chemical and microbiological) analysis. This analysis is crucial as in some instances the results of this analysis may lead to marks being deducted or even outright rejection. To ensure perfect conditions, the IWSC premises include bespoke cellars and three dedicated tasting rooms. Awards are made on a points system and sponsored trophies are presented in selected categories.