

"A pinnacle in the story of the partnership": Bowmore and Aston Martin unveil Bowmore ARC-54



Introducing Bowmore ARC-54

Bowmore and Aston Martin have unveiled the second, and final, release in their groundbreaking ARC Series, Bowmore ARC-54.

Described as "a pinnacle in the story of the partnership", this striking creation unites a rare 54-year-old whisky from Bowmore distillery with a handblown decanter inspired by the cutting-edge design of the Aston Martin Valkyrie hypercar.

Distilled in November 1968, this rare spirit pays homage to the fact that the single malt excels with time in cask, aging like no other to capture the definitive multi-dimensional character of Bowmore.

This whisky is the culmination of 54 years of maturation, latterly spent in a 2nd Fill European Oak Sherry Butt and 3rd Fill American Oak Hogshead within the No.1 Vaults. It is inspired by the 'Golden Ratio' with 61.8% European Oak aged spirit and 38.2% American Oak aged spirit, with the resulting whisky said to encapsulate infinite layers of flavor to captivate every sense, immersing the

drinker in the depth of character.



Bowmore ARC-54 is described as "a pinnacle in the story of the partnership" between Bowmore and Aston Martin

Each handblown decanter takes inspiration from the F1-inspired aerodynamic exterior of the Aston 2

Martin Valkyrie hypercar, including the full-length venturi tunnels that contribute to the region of 1,100kg of downforce, and the natural fluid forms of the terroir of Islay.

Emanating from the design direction and principles of an Aston Martin, Bowmore ARC-54 is sculpted with precision, creating a striking sense of flow in its lines and styling. The shape is defined by these fluid aerodynamics, showcasing the shared philosophy through the diffuser inspired glass sculpture to enhance the flowing reflections of the whisky within.

Blazing a trail in travel retail

As befits its ultra-exclusive positioning, only 130 decanters of Bowmore ARC-54 are available globally. Underlining the importance of the channel to the Suntory Global Spirits portfolio, an allocation of 20 has been set aside for selected key travel retail partners, starting with Dubai Duty Free in May.



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The past year has marked a milestone for Bowmore's ever-evolving story in global travel retail, underpinned by the reveal of a new brand world and visual identity. This new transformational style was first showcased through the Bowmore Appellations Collection travel retail exclusive whisky range, which made its debut in October 2024.

Nandini Valio, Suntory Global Spirits Senior Marketing Director for Global Travel Retail, said, "Bowmore ARC-54 represents a pinnacle of craftsmanship, and we are thrilled to present this extraordinary release to discerning travelers in select locations through our valued travel retail partners."

"It is absolutely fitting that Bowmore ARC-54 will be highlighted in the travel retail channel, which is a vital global stage for showcasing Bowmore's prestige portfolio. The Bowmore Appellations Collection was the first chapter in a new story of elevation and premiumization for the brand. The unveiling of ARC-54 builds on that momentum and further extends our legacy within the world of rare and remarkable whiskies."

Commenting on the new Bowmore ARC-54 release, Dr. Calum Fraser, Chief Blender, Bowmore, said, "A Bowmore as exquisite and complex as this 54-year-old is a testament to the skills of our distillery team, but also the very embodiment of what can be achieved simply by slowing down, standing still and letting things unfold as they are destined to. This rare creation truly demonstrates just how Bowmore ages exceptionally over time, with unmatched precision and clarity. As guardians of this spirit, we strive to harness the power of the past in every drop that we create - whilst constantly reimagining Bowmore for the next generation that will experience our whiskies."

Marek Reichman, Executive Vice President and Chief Creative Officer, Aston Martin, added, "Bowmore ARC-54 continues the cutting edge, technology-based collaboration between two exceptional brands that are steeped in heritage and tradition. It embodies the innovative thinking that we apply to Valkyrie and Valhalla, our mid-engined sports cars. Both of these cars push the boundaries ARC-54 decanter, similar principles of materiality and fluid dynamics are employed, replacing air flow for liquid movement to create a uniquely formed shape generated by the pure movement of Bowmore whisky. A truly creative collaboration."

Bowmore ARC-54 offers a multi-dimensional flavor experience. Zesty citric tones and delicate floral notes flow together with salty caramel sweetness, spiced ginger and cinnamon - with a signature whisper of peat smoke. Housed in an individually handmade decanter that reflects the two brands' shared mindset when it comes to craftsmanship, the streamlined bottle design takes inspiration from both the flow of air underneath the iconic Aston Martin Valkyrie hypercar, and the natural fluid forms of the landscapes and terroir of Islay.