

Bowmore introduces Designed by Aston Martin collection



Showcasing the Bowmore x Aston Martin creative partnership, the limited-edition collection will be available exclusively in GTR outlets; brand activations will take place in key airport locations including London Heathrow, Frankfurt, Hainan, Istanbul and Taiwan

Bowmore Islay Single Malt Scotch Whisky has unveiled the first range of its *Designed by Aston Martin* limited-edition collections, available exclusively in global travel retail.

Giving the existing range a stylish new look, the launch represents the collaboration between Bowmore's GTR whiskies and the design team at Aston Martin. Thanks to a striking bottle and packaging design, customers will be able to explore a new visual interpretation of Bowmore, as well as gain insight into the fascinating automotive world.

Part of an annually released collection, the existing Bowmore 10, 15 and 18-Year-Old single malts acted as inspiration for Aston Martin's expert design team to capture the essence of its own legacy. In addition to presenting the distinctive character of each of the three whiskies, the designs pay homage to iconic cars from the prestigious brand's heritage, which highly impacted Aston Martin's evolution and design philosophy.

The Bowmore 10-YO is paired with the game-changing Aston Martin factory team car, the LM10, which first raced at Le Mans in 1932. Offering a bold and confident style, both of these creations push boundaries of innovation. The whisky boldly fuses spice from Spanish oak casks, with signature smoke flavors, while the LM10 encapsulates exceptional technical prowess, using cutting edge technology of the time to minimize weight and accelerate speed.

Taking inspiration from the iconic Aston Martin Atom, the elegant and beautifully refined Bowmore 15-YO captures a definitive moment in time and highlights each of the respective craftsmen's creative flair. Similar to the Atom, this single malt is a truly defining work of art. Crafted from first fill bourbon casks and hogsheads, this whisky offers an uplifting character, while the Atom is the epitome of beauty and period styling.

Performance is the force that unites the Bowmore 18-YO and Aston Martin DB Mk III. Together, the two celebrate exceptional attention to detail; with each embracing the absolute complexity at the heart of the creation. This rare, high performing single malt, which is dignified from time well spent in the finest Oloroso and Pedro Ximénez casks, is united with the alluring Aston Martin, which captures technical prowess and the optimal execution.

"Our partnership with Aston Martin is another example of how we are investing in the premiumization of our GTR portfolio through a combination of exciting innovations and special limited editions. The Designed by Aston Martin collection continues to highlight our ambition of the Bowmore brand and provides our clients with new concepts and strong consumer appeal, alongside vital growth opportunities," says Manuel Gonzalez, Brand Director, GTR, Beam Suntory.

"It has been fascinating to study the unique characteristics of each of these whiskies and align them with some incredible cars from our past. Every Aston Martin has its own character, which is something we pay a great deal of attention to in the design process. This has been a new challenge for us and it is one we have enjoyed immensely," adds Cathal Loughnane, Head of Partnership, Aston Martin Lagonda.

The first range from the *Designed By Aston Martin* series – exclusive to global travel retail – is on sale from August 2021. The Bowmore 10-YO is available for £45 RRP, the Bowmore 15-YO is available for £62 RRP and the Bowmore 18-YO is available for £93 RRP.

The limited-edition bottle and packaging design will be available in duty free worldwide, with brand activations in key airport locations including London Heathrow, Frankfurt, Hainan, Istanbul and Taiwan.

***Designed by Aston Martin* tasting notes:**

Bowmore 10-YO

On the eye: dark amber

Breathe in: sun-dried fruit; baked Seville orange and toasted maple

Sip: sultanas, sea salt and dark fruit oils

Savor: peat-smoked walnut and spice

RRP £45.00

Bowmore 15-YO

On the eye: golden barley

Breathe in: Sicilian golden desserts with honey, Amalfi lemon and sweet tobacco leaf

Sip: silky citrus, salty-sweet vanilla and honeycomb

Savor: peat-smoked almond and lemon

RRP £62.00

Bowmore 18-YO

On the eye: deepest sunset

Breathe in: rich dark chocolate, treacle toffee and date oil

Sip: bitter sweet orange peel and peat-smokee roasted coffee

Savor: velvet mocha and macadamia nut chocolate

RRP £93.00