



## **Aston Martin partners with Bowmore® on exclusive limited-edition whisky bottlings and innovative lifestyle experiences**

- **Two iconic British luxury brands unite to create exclusive offerings**
- **Experts from both brands will collaborate on products and experiences**

27 November 2019, Gaydon, UK: Aston Martin Lagonda today announced that Bowmore® Islay Single Malt Scotch Whisky will become its exclusive spirits partner. The exciting partnership will see the two British luxury brands come together to create an exclusive series of outstanding products and experiences.

Bowmore is the oldest distillery on Islay, where some of the most legendary and collectable whiskies are created. Working with the world-class Aston Martin Design team, Bowmore will create exclusive bottlings that reflect both brand's commitment to heritage but also to cutting edge-design and manufacturing techniques.

These rare whisky releases will appeal to both existing and new fans of both brands, lovers of beautifully crafted products and exceptional whiskies.

Exclusive and inspiring events and experiences across the globe will help bring the partnership to life, showcasing a shared appreciation for the most beautiful creations and extraordinary moments and revealing the shared values of both brands.

On the announcement of the global partnership, Albert Baladi, President and CEO of Beam Suntory, owner of the Bowmore brand, commented "It is exciting for an extraordinary brand like Bowmore to enter a global partnership with a brand of such high esteem and heritage, leading in its industry for beauty and craft for decades. Aston Martin embodies Bowmore's commitment to time, with the craft and patience required to make sports cars and single-malt Scotch whisky very much intertwined. These shared values will underpin our series of product

innovation and experiences with Aston Martin, and we can't wait to collaborate on what will be a defining and industry leading collaboration for years to come."

Aston Martin Lagonda President and Group Chief Executive Officer, Andy Palmer added: "This series of limited-edition bottlings are going to be very special collectors' items for the whisky connoisseur and Aston Martin enthusiast. As brands we have a lot in common. We both focus on indulging our customers with exquisitely-designed, beautifully-crafted products, often producing limited edition specials that celebrate our heritage. Bowmore is a great British brand and, like Aston Martin, its employees are passionate about their work. I can't wait to sample the fruits of this collaboration between innovative design and crafted product."

As world class luxury brands Bowmore and Aston Martin urge consumers never to drink and drive. Drink Smart® messaging will be integrated into all brand activations around the partnership; while the dedicated Drink Smart® platform ensures communication with legal-purchase age adults about making informed, responsible choices.

<https://www.drinks mart.com/reducing-drunk-driving-or-drink-driving>



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**Notes To Editors:**

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**About Aston Martin Lagonda:**

Aston Martin Lagonda is a luxury automotive group focused on the creation of exclusive cars and SUVs. The iconic Aston Martin brand fuses the latest technology, exceptional hand craftsmanship and timeless design to produce models including the Vantage, DB11, Rapide AMR and DBS Superleggera. The Lagonda brand will relaunch in 2021 as the world's first luxury electric vehicle company. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 53 countries around the world.

Lagonda was founded in 1899 and Aston Martin in 1913. The two brands came together in 1947 when both were purchased by the late Sir David Brown. Under the leadership of Dr Andy Palmer and a new management team, the Group launched its Second Century Plan in 2015 to deliver sustainable long-term growth. The plan is underpinned by the introduction of seven new models including the DB11, new Vantage, DBS Superleggera and an SUV, as well as the development of a new manufacturing centre in St Athan, Wales.

**About Bowmore**

Founded in 1779, Bowmore® is the oldest distillery on Islay, one of the Scottish isles which make up the region known as the 'Islands' in the lexicon of Whisky. The other regions are the Highlands,

Speyside and the Lowlands. Islay malts are famous for their characteristic smokiness and Bowmore® is no exception; the malt is carefully smoked in a peat-fired kiln, using skills honed over two centuries to craft a perfectly balanced Single Malt.

Time is savoured at Bowmore® and the distillery's adherence to traditional production methods helps to shape the character of its Single Malts. Today, it prides itself as one of the rare distilleries which still produces its own floor malted barley, hand-turned by a traditional wooden malt shovel and hand drawn machinery. Water for the whiskies is specially drawn from the Laggan River, with its rich peaty overtones – 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 its spirit. The legendary Bowmore® No. 1 Vaults is where most of the 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 flavours until the expertise of our whisky makers deems them ready for bottling. It is 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 Scotch Whiskies. Through peerless maturation expertise and sense of timing, Bowmore® is "Time, Savoured®" – a rich reward for those that appreciate the value of time and an exquisite whisky coveted the world over.

Bowmore® supports [www.drinkaware.co.uk](http://www.drinkaware.co.uk)

#### **About Beam Suntory Inc.**

As a world leader in premium spirits, Beam Suntory inspires human connections. Consumers from all corners of the globe call for the company's brands, including the iconic Jim Beam and Maker's Mark bourbon brands, Suntory whisky Kakubin and Courvoisier cognac, as well as world renowned premium brands including Knob Creek, Basil Hayden's and Legent bourbon; Yamazaki, Hakushu, Hibiki and Toki Japanese whisky; Teacher's, Laphroaig and Bowmore Scotch whisky; Canadian Club whisky; Hornitos and Sauza tequila; EFFEN, Haku and Pinnacle vodka; Sipsmith and Roku gin; and Midori liqueur.

Beam Suntory was created in 2014 by combining the world leader in bourbon and the pioneer in Japanese whisky to form a new company with a deep heritage, passion for quality, innovative spirit and vision of Growing for Good. Headquartered in Chicago, Illinois, Beam Suntory is a subsidiary of Suntory Holdings Limited of Japan. For more information on Beam Suntory, its brands, and its commitment to social responsibility, please visit [www.beamsuntory.com](http://www.beamsuntory.com) and [www.drinksmart.com](http://www.drinksmart.com).

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[www.astonmartin.com/media](http://www.astonmartin.com/media)  
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