



OFFICIAL WHISKY PARTNER

## **BOWMORE® MASTERS' SELECTION UNITES THE WORLDS OF WHISKY MAKING AND AUTOMOTIVE DESIGN**

- **New limited-edition single malt whisky combines the mastery of Aston Martin Chief Creative Officer and Bowmore's Master Whisky Blender**
- **Each Master's unique understanding of proportionality has created a whisky with exquisite depth and balance.**
- **For the first time, Bowmore has adopted the Golden Ratio principle to create a new whisky**
- **Bowmore Masters' Selection is available from November 2021**

*8 November 2021, Islay, UK:* A shared commitment to heritage, craftsmanship and innovation unites the worlds of whisky making and automotive design with the creation of Bowmore® Masters' Selection; the first single malt whisky to be made by Bowmore® Islay Single Malt Scotch Whisky in collaboration with Aston Martin.

Imagined and defined by two Masters; Bowmore Master Whisky Blender Ron Welsh and Aston Martin Executive Vice President and Chief Creative Officer Marek Reichman, Bowmore Masters' Selection bridges two distinct worlds in a powerful, yet inspiring way. At its heart is a mutual trust and respect for one other's worlds and a passion to discover and learn from each other. Each Master imparts their own creativity and character, but also makes an indelible mark, like leaving their own unique fingerprint, on every single creation

Marek Reichman, has often spoken about the concept of the 'Golden Ratio' – the mathematical ratio found in nature that creates aesthetically pleasing compositions -, which sits at the heart of the design of every Aston Martin. Absolute beauty can be created when you achieve a perfect relationship between each proportion of the car.

Reichman explains: “Proportionality defines every precise detail of designing an Aston Martin. We are constantly striving to achieve the Golden Ratio; the optimal of proportions. And it is this force which guides the creation of absolute beauty. To achieve this, we must combine our skill, passion and experience. Coming together with Ron just brings a whole new perspective on this and is hugely inspiring and enlightening. This whisky perfectly and harmoniously brings us together to create a beautiful, yet powerful equilibrium.”

For Bowmore, proportions define character and shape flavour combinations; from cask selection and age to blending. Ron Welsh, Master Blender, Bowmore, explains, “For the first time with this whisky, we have adopted the Golden Ratio to inspire each of the elements bringing their own unique flavours and selecting the optimal casks to forge the desired character, taking inspiration from Marek and his team. What seems totally contrasting is, in fact, perfectly balanced and proportionate. Working with Marek has given me a new lens from which to explore whisky making. This whisky serves as a celebration of our unified knowledge and experience; our shared passions, values and ideas.”

Taking inspiration from an engineered approach, this whisky incorporates the divine proportion of 61.8% formed from a base of 21 year old Bowmore matured in first fill Pedro Ximenez and Oloroso sherry casks. The remaining parts are made up of exact ratios of each other, in line with the Golden Ratio theory, and include exceptionally aged Bowmore matured for over 35 years.

For this single malt, a powerful and complex yet sweet warming, the creators seem, on the face, to have created absolute contrast but in reality, they have captured perfect balance and proportion. With a clear nod to Aston Martin in the very creation of this Bowmore whisky, it exudes a sophistication and complexity which is truly considered yet promises a thrilling taste experience.

Powerful yet elegant; from sweet to spice; sherry to coffee; honey to pepper – the perfect proportions to achieve absolute depth and balance.

Bowmore Masters’ Selection is available in key global markets including UK, Germany, Canada, USA and China at an RSP of US\$300 (ex VAT/duty) from November onwards.



- ENDS -

### **Notes To Editors:**

#### **Tasting notes**

COLOUR: Mahogany

NOSE: Sweet and nutty with notes of Manuka honey and maple syrup with praline and grilled hazelnuts; combine with rich aromas of freshly tanned leather, cigar tobacco, liquorice roots, dried thyme and heather blossom.

TASTE: Richly elegant sherry merges with raw Islay peat, whilst bitter dark chocolate, black pepper, butterscotch sauce unites with vanilla and coffee beans, whilst a fruity flair is defined by Morello cherries and a touch of papaya.

FINISH: Sweet, spicy and mouth warming, with notes of oak spices, chestnut cream and coconut lingering.

#### **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, DBS Superleggera and the new SUV, DBX. Based in Gaydon, England, Aston Martin Lagonda designs, creates and exports cars which are sold in 55 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.

#### **About Bowmore®:**

For over 240 years, the Bowmore Distillery has been capturing the essence of Islay from the shores of its remote island home. Shaped by centuries of skill and tradition, Bowmore's single malt harnesses the power of this time in every single drop, defined by the past and savoured in the present.

Time is defining at Bowmore and we tirelessly harness the power of time to shape our whiskies. Our distillery's adherence to traditional production methods helps to shape the character of our fruity and smoky single malts. Today, we are amongst one of a few 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 proximity to the sea is also vital in determining the final character of its spirit and gives a hint of sea air to the character. 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.

Matured in oak casks, previously used for bourbon, sherry, or claret, over time 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 makes Bowmore the exceptional single malt it is today.

Time is marked on each and every bottle of Bowmore, proudly and boldly as a marker of where and when each one's journey began. This is our story of time. This is Bowmore; the Art of Time since 1779.

[www.bowmore.com](http://www.bowmore.com)

#### **About Beam Suntory:**

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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