

**GORDON &
MACPHAIL**

— ESTABLISHED 1895 —



GORDON & MACPHAIL

NEW LOOK FOR GORDON & MACPHAIL WHISKIES

Gordon & MacPhail is delighted to announce the introduction of new packaging for Connoisseurs Choice.



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INTRODUCING THE NEW GORDON & MACPHAIL BOTTLE

The new bottle has been exclusively designed and produced for Gordon & MacPhail. It is a sleek, stylish, contemporary design which helps to communicate Gordon & MacPhail's values and convey a sense of quality.

- The bottle has the "G&M" tag logo displayed prominently across the shoulder of the bottle – which acts as a stamp of authority and authenticity.
- "Established 1895" is displayed at the foot of the bottle, to communicate the history and provenance of Gordon & MacPhail.
- The bottle is presented with a foil capsule which has the "G&M" tag logo embossed onto the top, acting as a seal of quality.
- The new bottle will appear as whiskies in our portfolio are re-bottled.



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PLEASE NOTE

‘New’ packaging for these products will be introduced as these whiskies are re-bottled.

G&M
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OUR APPROACH

Since 1895 Gordon & MacPhail has worked with the majority of Scotland's distilleries to build up an impressive portfolio of some of the world's most renowned Single Malt Scotch Whiskies.

Casks owned by Gordon & MacPhail are sent to distilleries throughout Scotland and filled with 'new-make' spirit, before being left to mature at the distillery or in our bonded warehouses in Elgin, in North East Scotland.



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CONNOISSEURS CHOICE

George Urquhart, who joined Gordon & MacPhail in 1933 was regarded as a pioneer. In the 1960s he took the unprecedented step of bottling a range of whiskies under the name 'Connoisseurs Choice' and in doing so he provided the world with an opportunity to explore the aromas and tastes of Single Malts which 'normally' would have been used to create blends.

Today George's children and grandchildren own and manage the firm. They continue to embrace his visionary approach, ensuring 'Connoisseurs Choice' retains its exclusive nature, offering an eclectic range of sought after Single Malts from distilleries throughout Scotland.

- The Connoisseurs Choice range from over 40 distilleries throughout Scotland.
- All NEW vintages will be bottled at 46% ABV, natural colour and unchillfiltered.



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CONNOISSEURS CHOICE

Figured Tube



PACKAGING DETAILS

- Contemporary cream figured tube.
- Gold foiled Gordon & MacPhail stag's head logo on front of tube.
- "G&M" tag logo repeated as a pattern in the inside liner.
- "G&M" tag logo embossed on lid of packaging.
- Cutouts both front and back of the tube help to display the colour of the whisky and the labels, which includes details of the whisky.
- A distinctive coloured band helps to identify the whisky producing region the whisky comes from:
Green – Speyside
Light Brown – Islands
Dark Brown – Islay
Blue – Lowlands
Orange – Highlands

LABELLING DETAILS

- Distinctive Connoisseurs Choice branding using the same colour adopted in the packaging to identify the whisky producing regions of Scotland.
- Front label includes distillery name, distilled and bottled dates.
- Back label includes brief information regarding the distillery, cask type and tasting note.



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