



# MACDUFF INTERNATIONAL

MacDuff International (Scotch Whisky) Limited, 6 Newton Place, Glasgow G3 7PR  
Telephone: +44 (0)141 883 8844  
E-mail: [sales@macduffint.co.uk](mailto:sales@macduffint.co.uk) Website: [www.macduffinternational.com](http://www.macduffinternational.com)  
[www.lauderswhisky.com](http://www.lauderswhisky.com) [www.islaymist.com](http://www.islaymist.com) [www.grandmacnish.com](http://www.grandmacnish.com)

## PRESS RELEASE

### **ISLAY MIST – LAUNCHING THE NEW BOTTLE**

Islay Mist, the only blended whisky that may use the word 'Islay' in its name, has been through a major revamp with the launch of the new-look bottle at TFWA in Cannes on Monday 1<sup>st</sup> October. The background for the new look? Sales Director John Scott explains "Year after year Islay Mist receives gold medals for its flavour, but we felt the packaging did not live up to the precious liquid inside". Indeed a precious liquid and brand termed "a jewel" by leading whisky writer Dave Broom.

Why change a winning team? John stresses and guarantees that the award-winning Islay Mist liquid has not changed despite the new look. "Being a whisky that wins its fair share of gold medals at blind nosing & tasting competitions every year we feel the new packaging enables Islay Mist to bridge the gap between blended whisky drinkers and malt whisky drinkers." he explains, and continues "We know there is a big group of Blended Whisky Dabblers that are looking beyond the standard whisky and we know there is a big group of Malt Whisky No-Nonseners that are not afraid of a good blend, as long as it delivers malty and peaty tones" – this is where Islay Mist Original fits in.

What has changed? The bottle is heavier, with more masculine broad shoulders and naturally made from highest quality flint. Embossed on the front shoulder is the word "ISLAY" and a map of Islay to underline the belonging and continued strong connection with the island. The back of the bottle carries another embossment, the seal of The Lord of the Isles, which is repeated as part of the main label.

Instead of one front label, the bottle carries two front labels specifically designed with a view to portraying three things; belonging (to Islay), smoke and premiumness. "Having asked consumers, we know we have achieved what we set out to do readying Islay Mist to go to the next level. With artist John Fleming's charcoal and pencil drawings of the bay looking away from Laphroaig Distillery where this whisky was born, there is an atmosphere on the outside portraying the inside.". Keeping both labels in subtle black and grey tones supports the balanced peatiness and smoke at the core of the brand and in addition printed on embossed paper not only visually looks appealing but also feels great in the hand. A masterpiece deserves a fitting frame.



**Notes to Editor:**

- 1) That claim about Islay Mist being the only blended whisky to incorporate the name of the island in its name... stems from the Scotch Whisky Association. By definition a blended whisky is a blend of different whiskies and as such can not be located to a single geographical spot. However, Islay Mist was created in 1927 on Islay and given its name then. Because of the history and provenance Islay Mist has been allowed to keep its original name
- 2) Islay Mist was born with true Islay peaty tones. Islay malt from Laphroaig Distillery blended with gentler mainland whiskies to create a truly unique character and balance of gentle peatiness. Created with character to mark the celebration of the 21<sup>st</sup> birthday of Lord Margadale, later Lord of the Isles, at Islay House in 1927.
- 3) Within just the last two years Islay Mist has received golds from all competitions entered; Whisky Masters, International Spirits Challenge, International Wine & Spirit Competition and San Francisco World Spirits Competition.

**Contact – John Scott, Export Sales Director, MacDuff International Limited**  
[john.scott@macduffint.co.uk](mailto:john.scott@macduffint.co.uk) , +44 141 8838844