

# Bowmore reframes legacy of time with GTR exclusive



With 3,000 bottles available exclusively to GTR, the spirits brand will be extending its Bowmore Timeless Series to include Bowmore Timeless 31-YO and further capturing the overall essence of Islay

Bowmore Islay Single Malt Scotch Whisky is pleased to unveil a global travel retail exclusive. The new addition joins its older age range of whiskies, Bowmore Timeless Series, which is a masterpiece beautifully crafted and shaped by time.

For more than 240 years, Bowmore has captured the essence of Islay from the shores of its remote island home and harnessed the power of centuries of skill and tradition in every single drop. Blending patience and dedication with an unwavering attention to detail, the Bowmore Timeless Series is a celebration of this legacy. Embodying the sophisticated balance of smoke, exotic fruit and sea salt for which Bowmore Islay Single Malt Scotch Whisky is celebrated, the series is timeless in age and taste.

With 3,000 bottles available exclusively to GTR, Bowmore Timeless 31-year-old has been nurtured in ex-Bourbon casks for 29 years in order to allow the single malt to reach the peak of its maturation. It is then transferred to Spanish Oak Matusalem Sherry seasoned butts for two years to “finish” and enhance the flavors. The sensory experience is defined by floral notes, with honey and vanilla sweetness and a touch of peppermint.

This exquisite expression is housed in a distinctive black box alongside an hourglass, which when turned allows drinkers three minutes to enjoy the nose of the beautifully balanced single malt that has taken years to perfect. Only after this amount of time on the clock has passed can drinkers take their first sip.



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"We are honored to launch Bowmore Timeless 31-year-old exclusively in global travel retail. The single malt whisky encapsulates the spirit of Bowmore, bringing together years of hard work that have led to the creation of one of the most celebrated whiskies in the world.

Bowmore Timeless 31-year-old is a unique and premium single malt and is sure to transport drinkers to the shores of Islay wherever they are in the world," says Manuel Gonzalez, Head of Brand Marketing, Beam Suntory, GTR.

Bowmore Timeless 27-year-old is also being introduced to the series, having been matured in Sherry and ex-Bourbon casks for 15 years before being moved into first-fill Oloroso butts for a further 12 years. Following, the single malt is carefully bottled at cask strength and individually numbered. With the recognized Bowmore style, this single malt offers fruity flavor, combined with rich Sherry and a nod to fresh leather, tobacco and beeswax.

"With Bowmore Timeless Series, the key is the careful selection of the right casks at the right time. This enables us to determine when the spirit has reached its peak or if it should be left longer to develop its character further. This careful balance is vital to ensuring we allow the character of our whiskies to be optimized and can therefore, promise exceptional flavor," comments Ron Welsh, Master Blender, Bowmore.

To celebrate the launch of Bowmore Timeless Series, Bowmore has collaborated with Thomas Vanz,

independent French film director and artist, to pay homage to the artistic craft of creating Bowmore's iconic whiskies. Through the medium of film, Vanz has illustrated the power of time as expressed in the evolution of whisky. Conveying the unfolding moments of cosmic beauty in the creation of Bowmore's Timeless single malt whisky, Vanz offers an abstract and captivating interpretation.

To find out more about the Bowmore Timeless Series and view *Timeless* by Thomas Vanz Film, visit: <http://bowmore.com/Timeless>