

Top Scotch whisky brand Label 5 unveils fresh Classic Black design



The new Label 5 Classic Black label aims to gain modernity and impact, with a brand identity that stands out

Scotch whisky brand Label 5 has updated the design of its best-selling Classic Black reference.

The new label aims to gain modernity and impact, with a brand identity that stands out. Existing elements remain, such as the Label 5 coat of arms, its Scottish origin and the signature of its master blender.

Black stays at the heart of the design, with elegant gold outlines.

Nadège Perrot, International Marketing Manager of Label 5 brand owner La Martiniquaise, said: “The objectives were to increase brand awareness and visibility with an assertive design and a two-part label. While staying in continuity with the previous version, this new revamped packaging fits perfectly in the Label 5 Scotch whisky range, and brings the brand in a new era.”

A top 10 Scotch whisky brand with 2.6 million nine-liter cases sold in 2017 (source: IMPACT, amongst Scotch <12yo), Label 5 is described as carefully distilled, matured and bottled in its distilleries in Scotland. It is enjoyed in more than 100 countries and is renowned for its high quality and smoothness.

An independent French group founded in 1934 by Jean Cayard, La Martiniquaise is a leading spirits group in France and features in the world top 10.

The group has a turnover of €1 billion (US\$1 billion) and owns four “millionaire” brands, Label 5 and Sir Edward’s Scotch whiskies, Poliakov Vodka and Negrita Rum.