**Aberlour**

**News**

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| **Chivas Brothers gives Aberlour a Premium Polish**  **(2010-07-01)**  Aberlour, one of the world’s most popular malt whiskies, is to be given a more contemporary and luxe look by owners Chivas Brothers in a move designed to better reflect the quality and richness of the whisky and clearly position the brand as a rightful player in the luxury spirits category.   The new packaging, designed to enhance on-shelf stand out and recognition, develops a visual consistency across the range on the 12 Year Old, 16 Year Old, 18 Year Old and A’bunadh. It is currently being rolled out on a global basis.   As the leading single malt in France, the world’s biggest Scotch market, Aberlour is committed to excellence in all areas, from product quality to presentation. The upgraded packaging captures the understated but premium essence of the brand and reflects the award-winning quality of the liquid itself. The design is elegant and refined and allows the product to speak for itself.   Neil Macdonald, Brand Director for malts at Chivas Brothers explains: “ The new packaging for the Aberlour family of single malts strongly establishes the range’s prestige credentials and helps the whiskies to become more visible without being ostentatious, which would go against the grain of our fantastic whisky.   “The result is a perfect balance between tradition and modernity – the sobriety of the new pack adds an element of timelessness to the designs, which reflect the whisky itself.”   The enhanced design elements are as follows:    o The Aberlour logo has been given a more contemporary feel, changing from red to an embossed cream   o The visual of St Drostan’s Well (which symbolises the location of Aberlour, with a heritage stretching back over 1,500 years to an ancient Celtic settlement established by St Drostan) has been recreated in a contemporary visual manner, as opposed to the existing illustration   o The original ‘Let the Deed Show’ seal has been replaced with founder James Fleming’s signature   Whisky connoisseurs’ favourite Aberlour A’bunadh has also seen its packaging refined to bring out the whisky’s natural characteristics and bring it further into the Aberlour family. Naturally rough paper has been used for the canister and label, while the colour palette is made up of earthy colours that reflect the whisky’s name – A’bunadh means ‘of the origin’.   A’bunadh’s overall design is now consistent with the rest of the range and is one of simplicity, perfectly in keeping with the personality of the product. Acknowledging the desire for whisky knowledge among A’bunadh drinkers, additional technical information about the whisky’s production process has also been added.   Aberlour is the leading brand in France, the world’s biggest Scotch market. Since 1995 it has grown strongly and is now the seventh-most popular malt whisky in the world. | http://www.scotchnet.com/umbraco/ImageGen.aspx?image=/MediaExtended/3540/Aberlour%2012_year_group%20SML_page.jpg&width=252&pad=false&constrain=true |
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