

# BALBLAIR

Established in 1790

Highland Single Malt  
Scotch Whisky

PRESS ANNOUNCEMENT: **SEPTEMBER/OCTOBER 2013**

## **BALBLAIR WHISKY RUNS ON PACK PROMOTION -WIN A LUXURY VINTAGE WATCH-**

To celebrate the launch of the new Balblair 2003 vintage, Balblair Highland Single Malt Scotch Whisky will be giving consumers the chance to win a luxury vintage watch with a value of £3,500.

The UK only promotion will be rolled out from the 4th November 2013 until the 31st January 2014 and will be featured on 70cl bottles of the Balblair 2003 Vintage. Consumers will have the chance to win by entering a unique code found in pack and registering it at [www.balblair.com](http://www.balblair.com). The promotional packaging will be available for purchase in Royal Mile Whiskies, The Whisky Shop, The Whisky Exchange, Master of Malts (online), selected Oddbins & independent specialists.

Gillian Gibson, Global Brand Manager of Balblair Single Malt Scotch Whisky says, "We wanted to celebrate the launch of the 2003 vintage and reward our loyal customers by giving them the chance to win a little something extra in the lead up to Christmas. Balblair is released in vintages as opposed to age. We are giving away a luxury vintage watch as it is a brand that we feel has the same synergies as Balblair, luxury and style".

