

# The Black Bottle Music Men Hit Town

---

Release date: November 07

---

*Black Bottle Blended Scotch Whisky returned to the city of its birth for a targeted “hot spot” campaign over a four week period in October/November and is carrying out a promotional campaign in Aberdeen.*

Linking in with the brand's music ties, the “Black Bottle Music Men” will be playing in 16 selected on-trade outlets in Aberdeen City Centre, such as the Ploughman and Massada Bar, so watch out for them in your local pub.

Black Bottle will also be sponsoring various artistes at the lemon tree venue over the next few months, with highlights including the Chris Stout Quintet and Shooglenifty. If you go along to selected shows, Black Bottle will be offering special tastings for all ticket holders.

The Black Bottle Music Men will also be playing at Tesco Extra in Aberdeen on 10th November and Black Bottle will also be available for tasting.

Black Bottle has a rich heritage that dates back to 1879 when it was established by the Aberdeenshire tea merchant Gordon Graham, who blended this inimitable dram for his own personal enjoyment and that of his close friends and valued customers. The whisky sideline proved very successful and it was not long before Gordon abandoned the company's core tea blending business, choosing instead to focus on blending whisky.

David Allan, Brand Manager for Black Bottle said “We are excited about bringing Black Bottle home to Aberdeen and building on our links with Black Bottle and music.”

**For further information contact:**

Katherine Crisp Communications Manager Burn Stewart Distillers  
Telephone: 01355 581 404 Mobile: 07712 010 513