

**BRUICHLADDICH WAVES**, redeveloped for 2008 as a multi vintage bottling with striking new packaging design and a new medium peated flavour profile.

Master distiller Jim McEwan has reduced its peating level slightly to give it wider appeal and has selected a mix of different ages of Bruichladdich matured in Bourbon and Madeira casks to create an incredibly rich, medium peated Bruichladdich.

The bold new pack design evokes the power of the Atlantic shores of Islay – the home of Bruichladdich and the marine influence that helps to make our whisky so special – and gives Bruichladdich Waves a powerful presence on shelf and reinforces its truly unique position in the market.

**TASTE DESCRIPTORS:** Cranberry, dates, juniper berries, citrus tang and fresh mint.



- New packaging that reproduces the dramatic Atlantic waves around Islay's coastline
- Aqua coloured band to emphasise its Atlantic, Hebridean marine origins
- New design and metallic finish on tin to make it stand out from all other whisky brands
- Medium peated (c 15ppm) – but with little sea iodine medicinal flavour because of Bruichladdich's long necked stills
- New multi vintage cask selection by Jim McEwan
- Partially matured in bourbon casks, partially matured in madeira casks selected
- Wave after wave of layers of sweet fruit, smokey flavours
- Good supply of stock
- Competitively priced
- Colouring free
- Non chill-filtered for more depth and length of flavours
- Uniquely bottled at 46% alc./vol. on Islay with Islay's legendary spring water

# WAVES

# BRUICHLADDICH

PROGRESSIVE HEBRIDEAN  
DISTILLERS