

MURRAY McDAVID ARCHIVES 2005



New Labels for Murray McDavid

We delighted to announce a new presentation for Murray McDavid – the first major update in almost 10 years.

We have updated the labels in order to clarify the information provided, while at the same time introducing a tin to replace the orange cartons previously used.

The new colour scheme is based on a gun-metal tin with black and grey labels, highlighted with Bruichladdich aquamarine capsules, to reinforce the connection with Bruichladdich. After all, Murray McDavid whiskies are all bottled on Islay too – with Islay Spring Water. Speysides matured on Islay? Whatever next!

The supporting distillery information is now featured on the back labels.

New bottlings ACE'd in European oak wine casks are available here to download (Bottle Label PDF - 2mb)



Old Sea Dog, New Party Trick

300 DPI image download [here](#)

Label pdf download [here](#)

Rum and The Caribbean - tropical sunsets, swashbuckling buccaneers, tyrannical pirates, Johnny Depp, Keith Richards. Rum still enjoys a dark, wild, rock n' roll reputation. And a guilt trip.

Developed to its peek by eighteenth century colonials exploiting slave labour (and missionaries converting natives) the Rum industry has dramatically consolidated following sixties independence movements through out the Caribbean.

Murray McDavid Sales Director Andrew Gray: "Comparisons exist with Scotch whisky - both rely on mixers and cocktails to shift enormous volumes of standard products. The small

distilleries are gone. Nationalised giants rule. With our experience we wanted to explore, before it was too late, the single malts of Rum."

History has clung on by the finger tips. In Guyana, famous stills plucked from the Versailles and Port Morant distilleries (both long gone) were relocated from estate to estate in a bizarre travelling circus. But like the sailing ships of a by gone era they are now the forgotten wreck up some remote creek - without the paddle.

In keeping with the Caribbean character, Murray McDavid the enfant terrible of whisky bottlers, has dared to rekindle the roguish spirit in their suitably buccaneering manner to offer consumers more choice.

Four different rums, a mere 250 six bottle cases of each, bottled with out colouring or chill filtration are the first rums ever to be bottled on the whisky isle of Islay using the island's legendary spring water.

But here's the twist: after a decade and more maturing in the eponymous Bourbon casks, an additional, rakish evolution occurred in exotic European Oak wine casks.

Trinidad's Caroni distillery, North West of the island, produces a lighter style rum where Malmsey Madeira casks have introduced a subtle element of toasted, sweet berry fruit.

Guyana's Uitvlugt distillery (pronounced 'Out-Floot') west of the Demerara river produced a heavier rum distilled using the last remaining Demerara Vat Still pulled out of the defunct Port Morant distillery. Guigal's Hermitage casks has brought a toasty, spicy, berry-fruit nuance. Enmore, east of the Demerara river, was distilled from the celebrated Versailles stills taken from that once proud distillery. It makes a lighter, aperitif-style rum ideally suited to a subtle hint of Viognier exotic fruit from Condrieu casks.

Jamaica's Hampden Estate on the north Coast was founded and run by two famous Scottish families the Stirlings and Farquharsons. Renown for a fruitier rum, this aspect has been enhanced with rich berry fruit from Port wood.

"We expect these to be savoured on their own, with a dash of water as an aperitif, or even as a lighter digestif, or enjoy with a cigar. Mix them only if you must!".

Murray McDavid celebrates these last vestiges of a by gone era via the colourful labels depicting traditional estate scenes and Caribbean joie-de-vivre.

"This innovative approach celebrates the turbulent sea-faring heritage of islands from opposite sides of the Atlantic by using single estate rums in dynamic wood. Though it's probably too late, it does prove you can teach an old dog new tricks; there really is more to Rum than just Coke".

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Natural Quality Symbols

New information symbols are now included on all labels to highlight natural whisky on all Murray McDavid and Bruichladdich bottlings.



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PRODUCT OF SCOTLAND

These accompany the 'recyclable glass', 'dispose of responsibly' and 'recyclable packaging' symbols usually found on back labels.

We want to draw attention to the naturalness of our bottlings which are all non chill-filtered and colouring-free to maximise the texture and taste.

Other distillers and bottlers might adopt the same symbols - but some how though I doubt it, as 99% would not qualify.