

**Subject: And you thought we couldn't improve on perfection...** 🥃

Hi Amanda,

Your favourite 10-year single malt just got better. And we want to give you a gift to help you celebrate.

We know you know there's no way to improve on the taste of Talisker. But just because we take a decade to age our whisky to perfection, doesn't mean we can't move with the times. Which is why we're committed to becoming more sustainable by 2030.

Never fear, though, nothing about the smoky flavours, warm fruit- spice aromas or that hint of moss and feel of the sea is ever going to change. Instead, we're going to increase your feel-good factor by replacing the old plastic stopper with more sustainable cork, and our packaging will now be made with recyclable materials.



There's nothing like the unspoilt shores of the Talisker home on the Isle of Skye to remind us that we want the rest of our planet to enjoy the same pristine environment your whisky is distilled in.

*"... Talisker is committed to its drive to protect the planet, ensuring our whiskies are produced sustainably. The new packaging will increase the recyclability of the Talisker portfolio significantly and we're continuously seeking ways to achieve our sustainability goals."*Pranay Chandra, Malt Whisky Marketing Manager.

When you open a bottle of Talisker we want your conscience to be as crystal clear as our island's waters. So we'd like to offer you a gift of this beautiful whisky tumbler, made of recycled glass. Designed to rest as effortlessly in your hand, as it does on your conscience. So, you can now savour your favourite single malt without a care in the world.

To receive your free glass, all you have to do is pre-order our newly packaged whisky today.

Warm regards,

The Talisker Team

**P.S. I think we just improved on perfection. Pre-order it here.**



## Brief

Write email

Key message:

Talisker 10-Year-Old Single Malt Gets Sustainable Packaging Upgrade

Supporting messages:

- New packaging has increased the recyclability of the Talisker 10-year-old to 99.8%
- Old plastic stopper replaced with cork
- Part of brands larger commitment to become more sustainable by the year 2030

*"Made on the shores of the Isle of Skye, Talisker is committed to its drive to protect the planet, ensuring our whiskies are produced sustainably. The new packaging will increase the recyclability of the Talisker portfolio significantly and we're continuously seeking ways to achieve our sustainability goals,"*

*Pranay Chandra, Malt Whisky Marketing Manager.*

Target Audience:

Discerning whisky drinkers. 30s+, Gender neutral.

Offer:

Pre-order and get recycled whisky glass.