



**WORLD-RENOWNED VISIONARY PHILIPPE STARCK
WELCOMED AS MORTLACH WHISKY FIRST EVER CREATIVE DIRECTOR
TO CELEBRATE 200 YEARS OF MORTLACH,
WE PRESENT A STORY OF BOLD REINVENTION**

MIAMI, (00:01 EST) 7th December 2023 – To honour two centuries of distilling excellence, the Scotch whisky brand Mortlach proudly welcomes legendary Philippe Starck as its first Creative Director. The **MORTLACH x STARCK** debut collection will be revealed in Spring 2024.

“One of the most visionary contemporary creators, Philippe Starck, joins Mortlach as our true partner and we are proud to be the first Scotch whisky brand he has ever worked with. Together we will venture into creative new heights, reinventing what whisky will represent to a generation, reimaging and rebuilding the spirit of Mortlach.” - Pedro Mendonça, Diageo’s Global Reserve Managing Director

Philippe Starck continually pushes the boundaries and expectations of creativity becoming one of the most visionary and renowned creators of the international contemporary scene. With his audacious spirit leading the way, Mortlach boldly enters a new era as Philippe Starck immerses the brand with vibrant creativity. At the crossroads of traditional *savoir-faire* and *avant-garde* intelligence, with humanity always at the heart, **MORTLACH x STARCK** is inspired by the story of evolution, as the new Creative Director shares the same pioneering vision as Mortlach's trailblazing distiller Alexander Cowie.

“Mortlach is the result of a scientific genius, Alexander Cowie. Since its creation, the brand has been inventing and exploring new territories, crafting whiskies that are incredibly rich without any gimmick or anything superfluous. This was a strong shock for me, as Mortlach clearly already belonged to the future. The evolution story of Mortlach takes a leap forward into modernity, with the elegance of nature and the magic of science at the service of humanity.” - Philippe Starck, Mortlach Creative Director

The collaboration was celebrated with members of the global creative communities of art, design, culture and whisky in Miami, at an exclusive event imagined for Mortlach by Philippe Starck, who enlisted the talents of agency Bureau Betak and French Chef Yann Nury.

#MortlachxStarck

ABOUT MORTLACH

Founded by distilling pioneer Dr Alexander Cowie, Mortlach Single Malt Scotch whisky is a 200-year-old tale of whisky making and bold innovation.

Dr Alexander Cowie was an outsider with a bold and audacious spirit. New to a distillers' world, he was a pioneer of the age, inventing 'the way', known as Mortlach's 2.81 unique distillation process.

The first known distillery in Speyside, established in 1823, it is often referred to as The Beast of Dufftown for its powerful and uncharacteristic flavour profile, Mortlach boasts a depth of rich, umami-like flavours that goes beyond the expectations of Speyside malts. Guided by a team of experts, the six bespoke stills, blend time-honoured techniques, infusing Mortlach's unmistakable notes with a masterful combination of expertise, craft, and tradition.

In a bold move, Mortlach proudly enters a new era, reinventing what whisky will represent to a new generation. Welcoming one of design's most visionary creators, Philippe Starck to the helm as a true partner and the brand's first-ever creative director.

www.mortlach.com/

ABOUT PHILIPPE STARCK

Philippe Starck, world famous creator with multi-faceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrus squeezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, space habitation module), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

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ABOUT DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Mortlach, Johnnie Walker, Crown Royal, J&B and Buchanan's whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray, and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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