Chivas Brothers
Pernod Ricard

100 Pipers Packaging History– 1965 – present day

THE ARCHIVE
On this we build



100 Pipers Packaging History

Since the brand was launched for the US Market in 1965, the five Golden Pipers have been the focus of the label design. Various modifications, including the descriptives ‘Seagram’s’ and ‘Deluxe’ have been added over time. Historically, 100 Pipers has been bottled in Scotland, with the one exception of India where it is bottled in India with a different bottle, label and canister. Thailand is also unique using a secondary carton that is produced and packed in Thailand. In the late 1990’s, numerous manifestations of the label had evolved in the UK, Australia and South Africa, but since 2003 only one international bottle and label have been used.



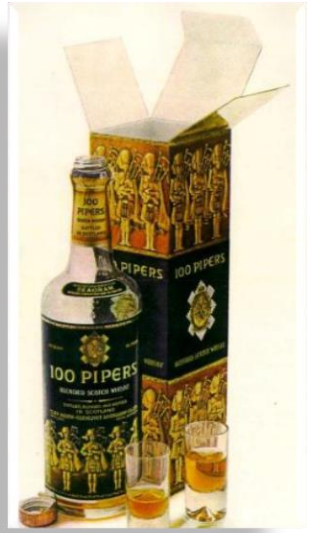
100 Pipers Bottles

1965 First bottle and packaging introduced in the USA market. Bottle has straight neck.

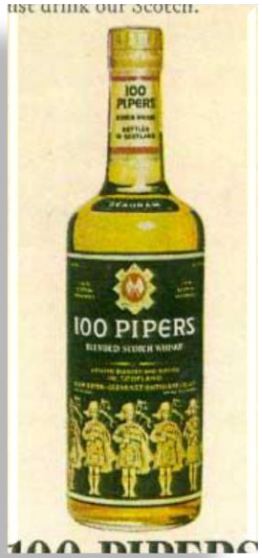
1966 More colour is added to label to increase on-shelf impact but bottle shape remains the same.

Early 1970s Bottle neck is contoured above shoulder.

Late 1980s Bottle neck and shoulders more contoured and new capsule.



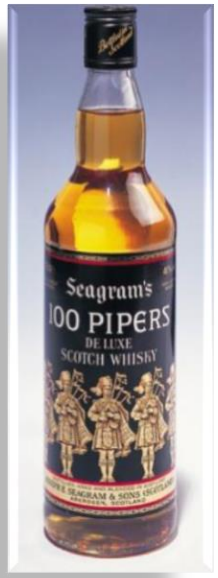
1965



1966



Early 1970s



Late 1980s

100 Pipers Bottles

1990s Unique label used in the UK (on left).

Unique label and bottle used in Australia (on right).

2003 Since 2003, only one international bottle and label have been used (with the exception of India).

2007 A lighter weight version of the bottle is introduced.

2012 A refined bottle for better standout. A curved detail emboss and a change to the landscape illustration have been added.



1990s



1990s

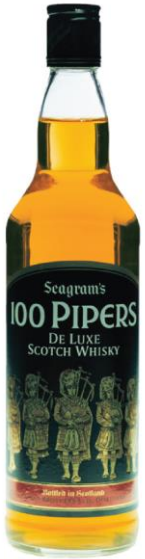


2003



2012

100 Pipers Repack 2012



2003



2012





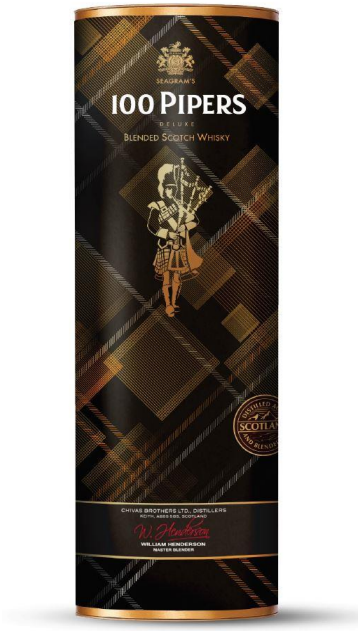
1. Crest has 'sculpted' emboss and changed to a landscape format - elements have been refined & scaled up for better standout.
2. Curved detail emboss has been refined to work with the label shape
3. Background landscape illustration has been worked into with more detail in mountains.
4. Illustration of the Pipers has been developed to introduce more gold for stand-out with an orange wash overprint detail applied to some areas. Pipers to be spot varnished & embosssed.
5. Back label to have gold border & other details picked out in gold, Printed white out of Matt black.
6. 'DISTILLED, AGED ...' bold type to be embossed out of glass for impact, highlighting heritage & provenance.

100 Pipers Repack 2018

2018



1. Taller closure with gold rim, containing the Seagram's crest on the cap top
2. Bottle shape with tapered profile, adding a premium feel
3. 100 Pipers brand embossing to leverage additional branding opportunities
4. Seagram's crest in gold to enhance quality perception
5. Premium and contemporary label design, communicating Scottish heritage through the use of our tartan pattern
6. Master Blender signature to enhance cues of quality and craft



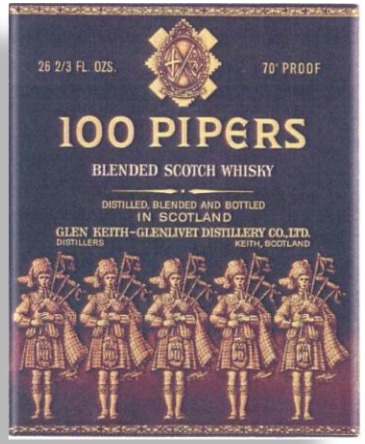
100 Pipers Labels

1965 The first label was designed and the brand was introduced into the USA market.

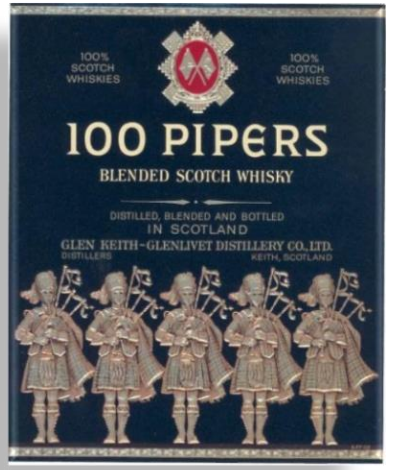
1966 The label was soon changed to add colour to make it stand out better on the shelf. Scottish flag introduced onto the label.

Late 1960s Another version of an early USA label. The red keyline is introduced at the top and bottom and the flag is removed.

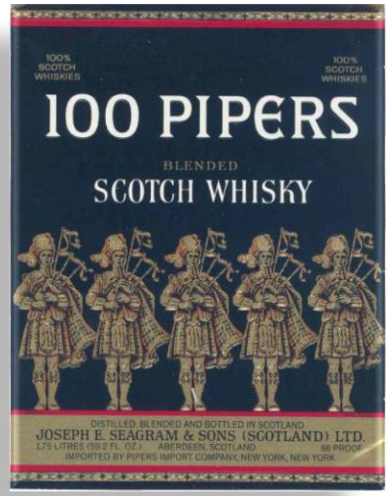
c1969 'De Luxe' has been added to the label, address still showing Keith, Scotland.



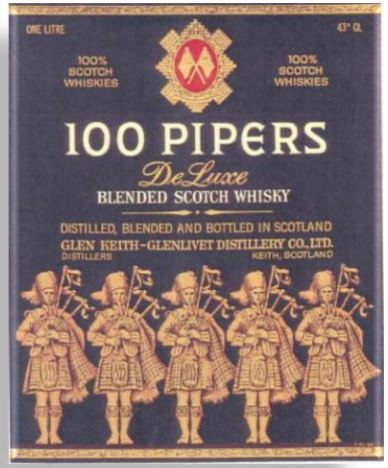
1965



1966



Late 1960s



c1969

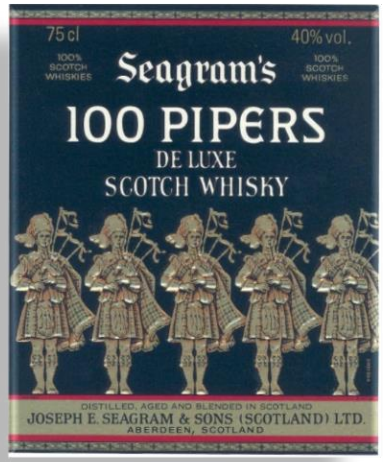
100 Pipers Labels

Early 1970s ‘Seagram’s’ replaces flag on the label. USA label showing the address as Aberdeen, Scotland.

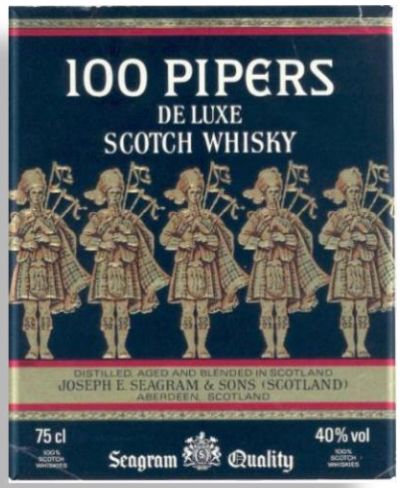
c1990 ‘Seagram Quality’ added to the bottom of the label.

2003 Curved edges introduced to label. Pipers re-drawn to add ‘movement’ to the images, and red colour band is added along bottom with mandatories.

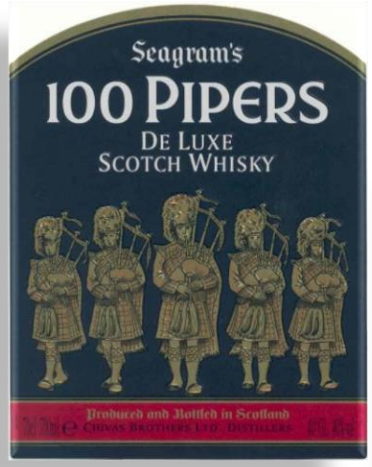
2011 100 Pipers front label changes as a result of new SWA regulations regarding the labelling of whisky. ‘Blended’ has been added to the label.



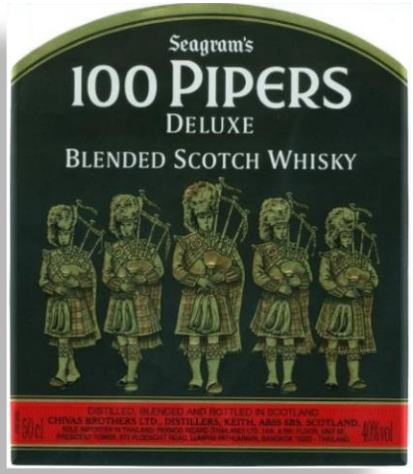
Early 1970s



c1990



2003



2011

100 Pipers Labels

2012

Background landscape illustration has more detail in mountains. Pipers have been developed to introduce more gold with an orange wash overprint detail applied to some areas. Pipers spot varnished and embossed.



2012

2018

Seagram crest added, reset type and use of tartan with and behind pipers, addition of Master Blender signature.



2018

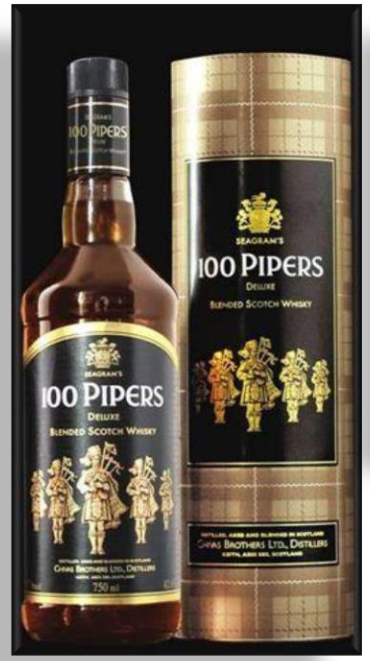
India: 100 Pipers Packaging



c2008



c2009



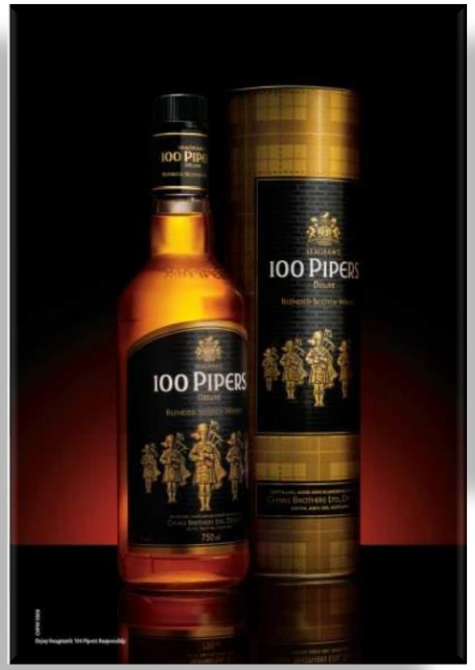


2011

India: 100 Pipers Packaging



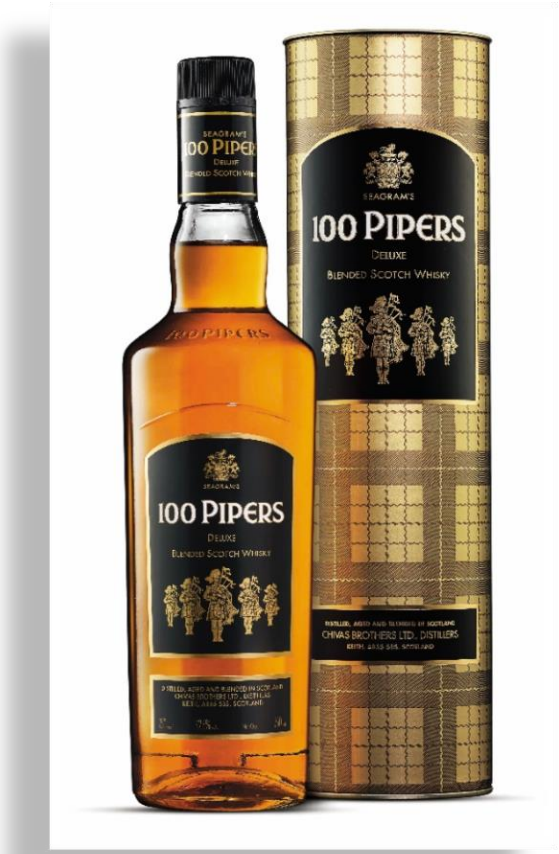
India Packaging range, 2011



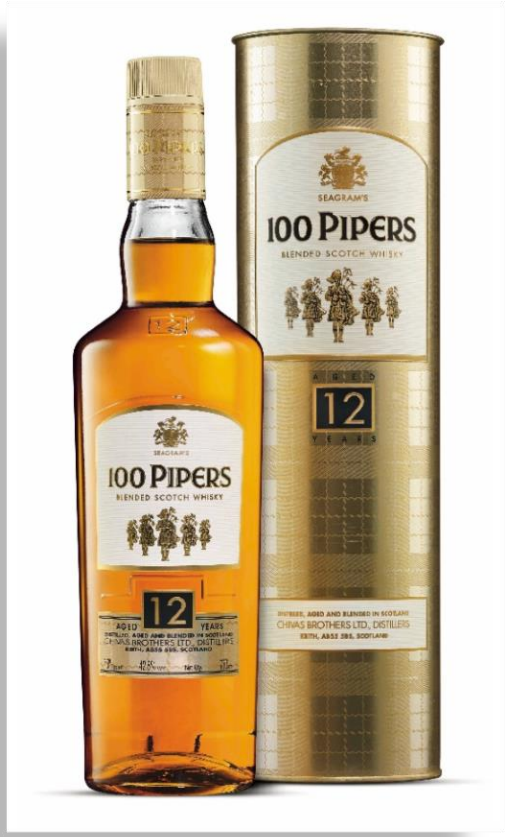


India Pack Shots, 2011

India: 100 Pipers Packaging – 2011



100 Pipers Deluxe



100 Pipers 12 year old Blended whisky

100 Pipers Special Releases

c1975-1980s Square bottle with cream label and a single piper was created to re-launch 100 Pipers in the UK. Seagram's changed to a Chivas Brothers product. Bottled at Liverpool (Seagram UK facility where rum and gin were also bottled).

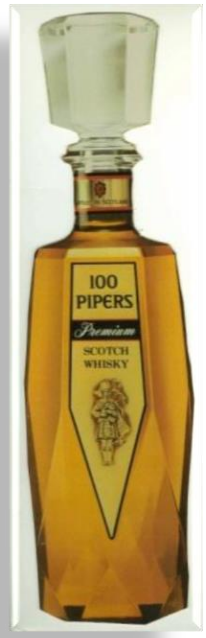
1985 100 Pipers Premium 12 Year Old was packaged in a tall claret style bottle with a large hollow glass stopper.

c1988 100 Pipers Premium 20 Year Old is launched in a tall claret style bottle with a large hollow glass stopper.

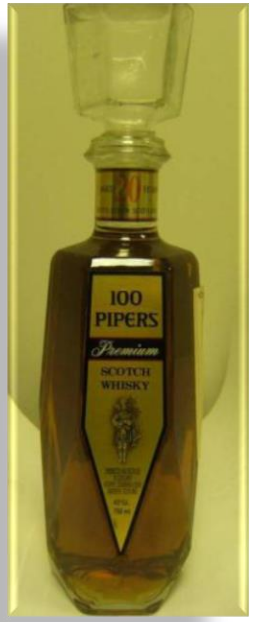
1990 Both tall claret style bottles were discontinued due to the bottle and stopper causing quality control problems.



c1975-1980s



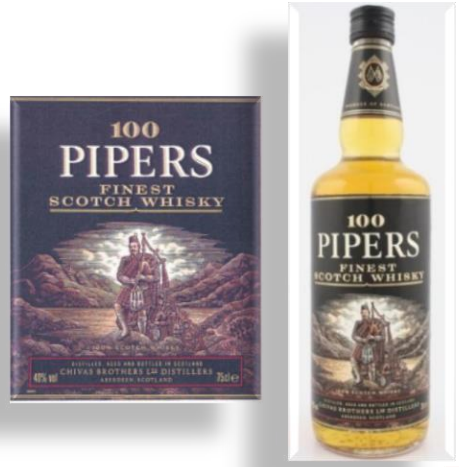
1985



c1988

100 Pipers Special Releases

c1990 In the early 1990s, 100 Pipers was repositioned in the UK market to increase price and differentiate it from a successful brand in Spain.



c1990

1992 100 Pipers evolved into 100 Pipers of the Black Watch.



1992

1993 Label changed to ‘The Black Watch’. Bottle shape changed to match standard 100 Pipers bottle.



1993

100 Pipers Special Releases

2005 A 100 Pipers 8 Year Old Blended Malt is launched for the Thailand market in its original square bottle, with the gold/black foil label and universally recognised brand symbol of five golden pipers.

2011 100 Pipers 'Night Bottle' designed by Rachel Barrett. 300,000 bottles for Thailand and 160,000 bottles for Spain to follow in March 2012.



2005



2011

100 Pipers Miscellaneous Packaging

1993-1994 Gift packaging, Mexico.





1993-1994

2003 Spanish tin.



2003

2008 Conceptual tin options of Thailand.



2008

2011 100 Pipers 'Night Bottle' gift tin for Thailand (70,000 units).



2011