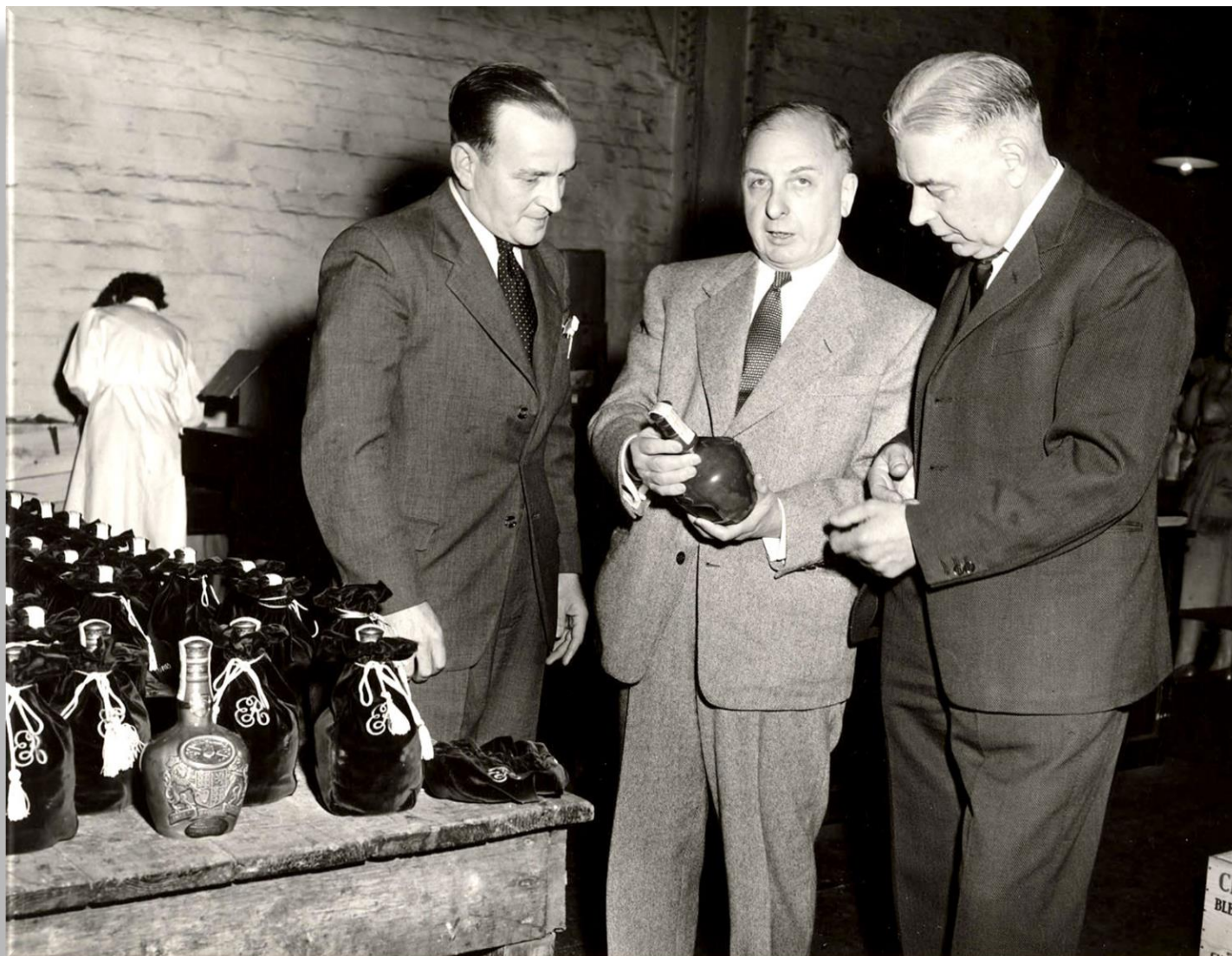


Royal Salute 21 Year Old Packaging History 1953 – present day



Royal Salute 21 YO Packaging

Royal Salute 21 year old was first introduced in 1953 in a green porcelain flagon produced by Royal Doulton. It bore the Royal Coat of Arms specially granted by Buckingham Palace. The Coat of Arms was changed to a Chivas Brothers crest for the next release which was a brown flagon introduced in 1955 and discontinued in 1991. The blue flagon was introduced in 1960 and the burgundy flagon was introduced in 1984.

Today, the flagon is produced over a five day period by skilled craftsmen at Wade and Revol. This is workmanship that cannot be hurried. Crafted over five days by master porcelain makers, the finished vessel must then produce a perfect F-sharp note when struck to be considered worthy for sale. Each bottle of Royal Salute 21 years old is housed in a beautiful velvet pouch.

Royal Salute 21 year old is packaged in three colours, inspired by the jewels in the Coronation crown: sapphire, ruby and emerald. Royal Salute 21 year old is now available in 5cl, 50cl, 70/75cl, 1L, 1.5L and 3L bottles.

Royal Salute has also released many special releases over the years, with some of the finest and most prestigious packaging in the world.



Original flagon, 1953

Royal Salute 21 YO Flagons

- 1953** Original green Flagon made by Royal Doulton. Buckingham Palace granted use of the Royal Coat of Arms on the first production run only in 1953.
- 1954** Brown flagon by Royal Doulton, bearing the Royal Coat of Arms (never went into bottling as use of the Royal Coat of Arms had not been granted by Buckingham Palace).
- c1955** Brown flagon by Royal Doulton, introduced 1955. The colour changed to Rockingham Brown in 1984 to replace earlier, paler version. It was discontinued in 1991.
- 1959** Bottles made by Spode (English pottery maker). Chivas Brothers crest bearing image of Robert the Bruce and Gaelic motto which translates as 'Fidelity, Stability, since 1801, foil labels, domed and flat bases produced.
- 1960** Blue flagon by Spode introduced in 1960. Became the most popular colour and continues today as Sapphire. Blue is the only colour sold in the USA.



1953



1954



c1955



1959



1960

Royal Salute 21 YO Flagons

c1983 Bottles made by Wade. Domed base, neck label and base label changed. 50ml, 200ml and 375ml produced.

1984 Burgundy flagon by Wade introduced in 1985. Continues today as Ruby.

1987 Wade bottle changed to a flat base, minor change to base label.

Production dates introduced through the use of base marking codes.

1997 Change in shape and text of neck label, cannon design change, age and strength label shape and text changed.

2003 Colours enhanced and renamed Emerald, Sapphire and Ruby to reflect those of the crown jewels, no label changes.



1983



1984



1987



1997



2003

Royal Salute 21 YO Flagons

2007

Changes to both neck labels, shape and size of main crest label, cannon design, bottle shape and base crest. Flagon colours do not change.

2014

Key Changes:

Modernised shape and decoration of the closure.

Taller and more straight bottle shape giving a more contemporary image.

Simplified and cleaner label with emphasis on 'Royal Salute' brand name.

No mid-neck label.

Lion/cannon/smoke engraving replacing Robert the Bruce/spears/Chivas Brothers.

Use of Guilloché pattern on the closure and labels, adding contemporary yet heritage image.



2007



2014

Royal Salute 21 YO Flagons

2019

To rejuvenate Royal Salute's brand image & reinforcing gifting, Royal Salute developed a new pack design which extended the core range with two new expressions: the 21 yo Malts Blend and the 21 yo Lost Blend. Changes to crest and neck, shoulder and base labels.

The Signature Blend

This is the original Royal Salute 21 yo blend that was created to mark the coronation of the Queen in 1953. The ruby and emerald colours of Royal Salute 21 yo have been delisted.

The Malts Blend

The Malts Blend contains more than 21 single malts from the five regions of Scotland making it the first blended malt from Royal Salute.

The Lost Blend

The Lost Blend combines scarce whiskies from distilleries no longer in production, including the 'lost' Imperial Distillery that sits at the heart of this blend.



Royal Salute 21 YO Cartons

c1955

Text on first carton reads, 'By appointment purveyors of provisions and Scotch whisky to the late King George VI'

1959

Text on carton changes to, 'By appointment to Her Majesty The Queen purveyors of provisions'

1984

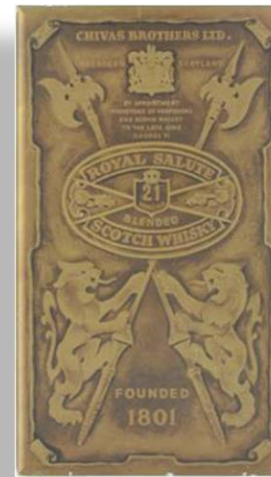
Text on carton changes to, 'Royal Salute 21 Year Old Scotch whisky'. This carton may have been produced until 1996.

c1985

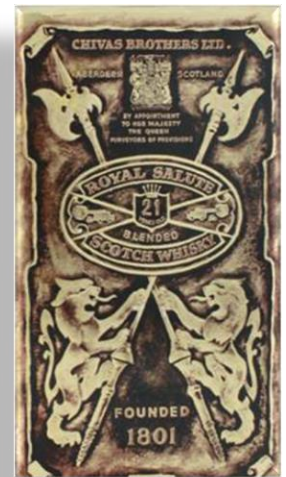
Blue flagon box created for US market.

1992

New design cartons in the three colours, but not put into production.



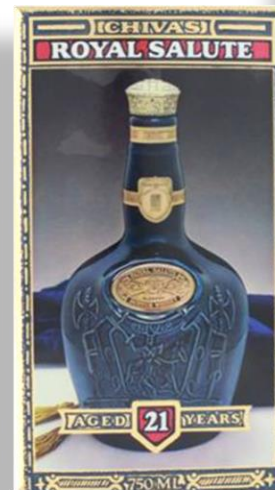
c1955



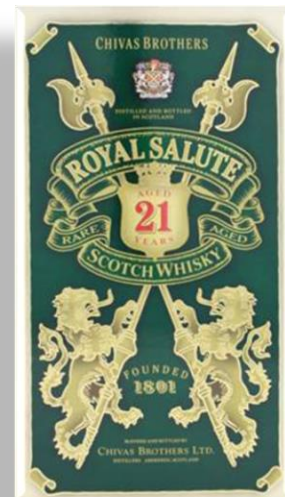
1959



1984



c1985



1992

Royal Salute 21 YO Cartons

1996

Same as 1984 carton. Appears to have been produced until the packaging change in 1997.

1997

New packaging, change in text and label colour, change in cannon design, more detailed artwork in lions.

2003

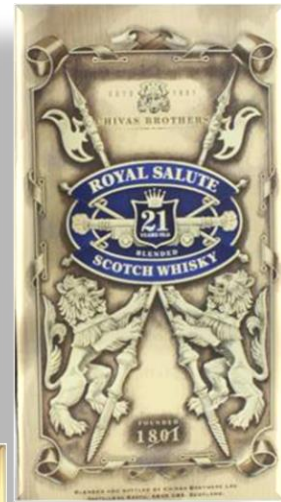
Frame around crest removed, change in label colour and cannon design, change in detail for lions, colour of flagon in text insert on bottom of box.

2007

Change in crest colour and cannon design, shadowing increased in crest, increased shadow effect on box. Change to carton on showcase awards.



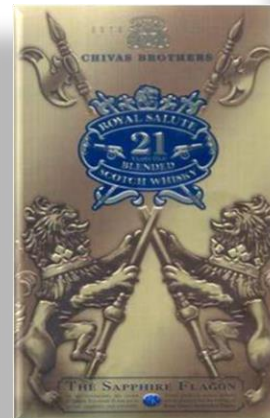
1996



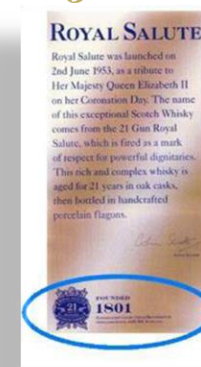
1997



2003



2007



Royal Salute 21 YO Cartons

2014

For main SKUs (50cl/70cl/75cl/1L), carton changed to more premium and high quality rigid box in the same format as Chivas Regal 18 year old.

Simplified and modernised design with consistent use of embossed lion/cannon/smoke, same as bottle design.

Shiny gold paper with Guilloché pattern embossed on all 4 panels as a main decorative motif.

The Royal Gun Salute mark on the back panel .



Royal Salute 21 YO Cartons

2019

The new carton Reveals the brand story in an artistic way to reflect the sophistication of Royal Salute. The new box design is inspired by the history of both Royal Salute and the British Monarchy.

The new flagon & box design with front opening door to enter the Royal Salute world with die cuts on the front door to reveal the contents within.

Designed by the by award-winning fine artist Kristjana Williams, the key visuals were inspired by the Royal Menagerie housed in the Tower of London. From the royal lion to the flamboyant ostrich to the tartan butterflies, there are 12 elements within the illustrated world that point to key moments within the British Monarchy's history and Royal Salute's brand heritage.



Royal Salute 21 Velvet Pouch

Each bottle of Royal Salute 21 Years Old is housed in a beautiful velvet pouch. Exquisitely crafted, each pouch is also the result of a sustainable relationship between Royal Salute and the ancient and historic city of Panipat in India.

Panipat is located in the State of Haryana, 90km north of New Delhi. The city, known throughout India as “city of the weaver” is renowned for its textile excellence.

In 2004 Royal Salute made a contract with Paramount Impex Pvt. Ltd., bringing employment to the city and bringing the city’s renowned weaving skills into the creation of its velvet bags. Specially designed velvet looms, dyeing processes, cutting, embroidery and stitching were all set up. The complete process of crafting is detailed, includes many quality checks and the insertion of the cord and crafted tassels is completely done by hand.

In 2014, the same brand block on the bottle (lion/crown/cannon/smoke) now appear on the on the pouch.

In 2019 the velvet pouch has been removed from the restage packaging.



1953



>1955



c2003



c2012



2014

Royal Salute Gift Pack - 2016

Royal Salute unveiled the first in a new range of limited edition gift packs that bring to life the unique heritage and celebrated rituals of the British monarchy's royal feasts. The first edition in the series, launched to coincide with Chinese New Year, contains a bottle of Royal Salute 21 Year Old and, under the guidance of British designer Tom Lane, illustrates the feast of the Field of the Cloth of Gold.

Tom took inspiration from the rich awnings and geometric designs of the Field of the Cloth of Gold – a historic meeting held in 1520 between King Henry VIII of England and King Francis I of France, remembered for the glittering opulence of its temporary palaces, made of golden cloth.

The gift pack houses a bottle of Royal Salute's signature expression – Royal Salute 21 Year Old – alongside a miniature of the same variant.

The Royal Salute limited edition festive gift pack is available globally. Further limited editions will be added to the range over the coming years.



Royal Salute Gift Pack - 2017

13

The Royal Salute Regent's Banquet Gift Pack is the second in a range of limited edition gift packs released by Royal Salute for the festive season. Each edition brings to life the unique heritage and celebrated rituals of the British monarch's celebrations.

This year's limited edition was created in partnership with British wallpaper designer, Angela Groundwater. It pays homage to the Regent's Banquet, one of the earliest recorded lavish banquets held in the formal royal residence, the Brighton Pavilion, 200 years ago.

The gift pack hosts Royal Salute's signature whisky – Royal Salute 21 Year Old – alongside a miniature bottle of the same expression.

The Royal Salute Regent's Banquet Gift Pack was available in the United Kingdom, the United States, China, India, Japan, South Africa, Malaysia, Korea, Taiwan, Hungary and Travel Retail Asia and EMEA, in October for a RRP of USD \$149.



Royal Salute Mid year Gift Packs 'Art of Blending - 2018

Royal Salute, unveiled two limited edition gift sets in celebration of the Mid-Autumn Festival. The first in an annual series celebrating British royal traditions, the limited edition gift sets depict the impressive 'Art of Blending' and draw parallels between the skill, craftsmanship and rituals involved in blending Scotch whisky and another favourite royal pastime: tea.

The 'Art of Tea' series celebrates the synergies between the rituals, ceremony and traditions of Eastern and Western cultures when it comes to extraordinary blends like tea and Scotch whisky.

Created in partnership with esteemed British collage-artist Martin O'Neill, the Eastern and Western editions both feature the signature Royal Salute 21 Year Old expression inside a stunning gift box, adorned with striking, colourful images of tea rituals alongside famous landmarks, sights and other cultural icons, all compiled by hand

The Royal Salute 'Art of Tea' gift packs were available globally from June 2018 for RRP USD \$130



West



East



Royal Salute Diwali Special Pack, 2018

Royal Salute launched a special gift pack to capture the gifting opportunity during the Diwali festival amongst India consumers predominantly.

Format: 70cl with all 3 coloured flagons

Pricing target: parity to standard 21yo

Territory: GTR India, Gulf

Delivery in market: October 2018

Royal Salute All Year Round Gift Pack, 2018

Royal Salute offered a standard gift pack to be locally produce as needed to capitalize on key Chinese New Year gifting occasion.

Format: 1L / 1L+5cl standard 21yo in special pack design

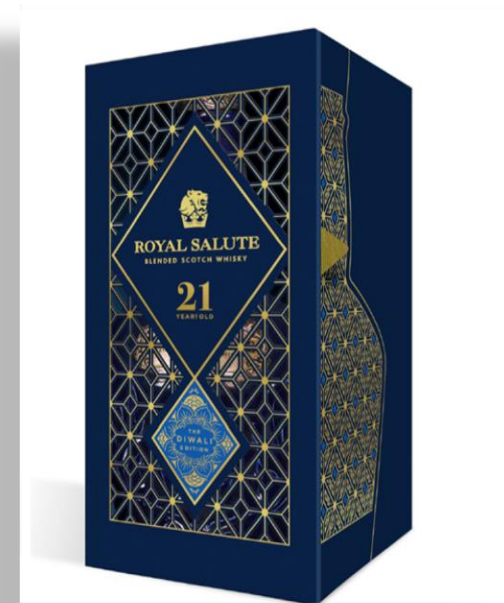
Pricing target: parity to standard 21yo

Territory: GTR exclusive - NABU, SEA

Delivery in market: mid-December 2018

Packaging Design

The frames and screens allow the partial reveal of an interior, which brings mystery and a little excitement to those looking in or out. The prize of the Royal Salute 21 year old is partially seen and partially hidden behind a beautiful geometric lattice work, creating a sense of wonder and mystery for the end consumer.



Royal Salute Gift Pack - 2018

Royal Salute launched the 21 Year old Old Masquerade Ball limited edition, as part of its festive gift pack series

The gift pack continues the annual 'Royal Celebrations at the Palace' theme and is inspired by the famed royal Masquerade Balls held at the Ranelagh Pleasure Gardens in London. The new limited edition has been created in partnership with esteemed British illustrator Phil Wheeler who has depicted the Masquerade Balls in stunning colour and detail.

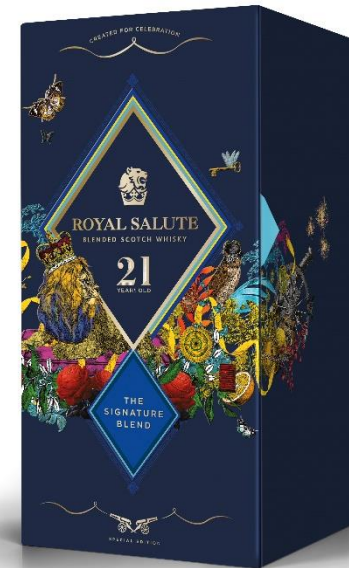
The limited edition features a laser cut lid and a collector's edition gift box that houses the jewel in Royal Salute's crown: its signature 21 Year Old whisky, alongside a miniature version for collectors.



Royal Salute Gift Pack – 2019

Royal Salute launched the 21 Year old The Royal Menagerie limited edition gift pack.

The illustration was created by Kristjana Williams, award winning fine artist. She selected the most iconic elements of the illustration created for the restage, inspired by the Royal Menagerie housed in the Tower of London.



The Royal Garden Party Special Edition, 2020

The Royal Salute Garden Party Special Edition pays tribute to the annual garden party hosted by Her Majesty The Queen and attended by members of the Royal Family. The illustration for the pack was created by Marian Rodrigues who takes her inspiration from her love of nature and it's surreal forms, real and imagined.

It is part of a gifting strategy by Royal Salute beyond the seasonal gift pack and will offer an all year round special pack. The pack was launched August 2020.

The Royal Salute Chinese New Year Gift Pack, 2021

Royal Salute celebrates Lunar New Year with a spark of enchantment and wonder through the limited edition Lunar New Year gift pack; a stunningly visual and illustrative pack for the whisky's 21 Year Old Signature Blend. The Chinese New Year gift pack is adorned with an intricate illustration inspired by Asian traditions, using an imaginative mix of symbolic elements and artistic features to wish health and prosperity for the upcoming year.

This vibrant red gift pack brings to life the celebratory festival that sees cities around the world transform into bright and colourful displays of red and gold, with visions of lanterns, dragon puppets and firecrackers; an enthralling atmosphere that resonates perfectly with the enchanting world of Royal Salute.



The Royal Salute Lunar New Year Gift Pack, 2022

The stunning design of the 21 Year Old Signature Blend Lunar New Year gift pack has been created by award-winning illustrator Feifei Ruan, a Chinese illustrator and visual storyteller based in New York City.

The bespoke illustration of the limited edition gift pack depicts a festive journey from Strathisla Distillery in Speyside, Scotland - the iconic distillery where are guarded Royal Salute's most precious expressions - to the Tower of London, which plays a significant part in the Scotch's history, using an imaginative mix of symbolic elements that wish prosperity, success, and good fortune for the year ahead. Through Feifei Ruan's creativity, the illustration bursts into a celebration that ignites the gift pack with an array of colours and lights reminiscent of the celebration.

This limited edition Lunar New Year gift pack houses the sophisticated and refined Royal Salute 21 Year Old Signature Blend, presented for the occasion in a ruby red flagon.

The limited edition Royal Salute 21 Year Old New Year gift pack is available in luxury retailers from February at RRP \$135 USD.

