

5pm.co.uk Announce Joint Promotion With Bunnahabhain Scotch Whisky



Released on: May 07, 2010, 6:34 am

Author: 5pm.co.uk

Industry: [Food & Beverage](#)

5pm.co.uk, Scotland's leading online restaurant reservation site, has announced its new promotion in conjunction with Bunnahabhain Single Malt Scotch Whisky which gives 5pm diners the opportunity of sampling a free dram of Bunnahabhain 12 Year Old Malt Whisky as they dine.

The promotion is running at 75 Glasgow and [Edinburgh restaurants](#) from 30th April 2010 to 30th May 2010.

[Bunnahabhain](#), from the Isle of Islay, is quite distinct from the other single malts from the area, given the unique, wonderfully gentle and delicate taste profile for which it is known. It has been created using lightly peated malted barley in a time-honoured distillation process and takes advantage of the pure spring water that flows freely underground away from the peaty moorlands.

Charles Shaw, Chairman of 5pm.co.uk said: "This Bunnahabhain promotion gives our diners even better value from the already great 5pm deals. Diners booking through the 5pm.co.uk site get the



opportunity of trying one of Scotland's finest 12 Year Old Malt Whiskies. When booking online all the diner has to do is indicate the number of complimentary drams they'd like - one per diner is available - it's that easy."

The 5pm trial and tasting mechanism is revolutionary in the sector as it is effectively a promotion which is run by the consumer.

For Bunnahabhain the joint promotion with 5pm.co.uk offers it the opportunity to have its brand tried and tasted in the best ambience; when diners are in the right mood and have the whisky served to them in style, thus keeping the customer's attention for a longer period than other traditional tasting promotions would allow.

In addition, 5pm collect brand distribution data from the participating restaurants for the brand owner, deliver all promotional stock and feature the promo and brand story on the 5pm website, giving the brand exposure to 5pm's considerable user database and highly synergistic consumer target market.

As the promotion is administered online this gives the brand owner the additional advantage of being able to account for every measure of stock used - a feature no other promotional mechanism can offer. Following the completion of the promotion the consumer can be emailed through 5pm offering a specific follow up offer from the brand owner or invited to participate in some follow up research in return for some incentive.

ends

About

5pm.co.uk:

5pm.co.uk provides [restaurant deals](#) at a vast range of establishments and as well as restaurant reservations, and [restaurant reviews](#) plus deals on events such as cookery courses and cocktail classes plus tickets to some of the most exciting events in Scotland.

For more information contact:

Amanda Masson
5pm ltd
Centrum Centre
38 Queen Street
Glasgow
G1 3DX
0141 204 7841
www.5pm.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)