

Diageo launches Talisker Niest Point as travel retail exclusive

By **Wendy Morley** on December, 17 2015 | Spirits & Tobacco





Diageo Global Travel and Middle East (GTME) recently launched TALISKER NEIST POINT™, another exclusive single malt from the multi-award winning Isle of Skye distillery.

The latest addition to the successful TALISKER range of malts, TALISKER NEIST POINT is a new creation of the distillery's Malt Master, Craig Wilson, crafted to showcase a wider range of TALISKER characteristics rather than any single aspect of the whisky. Combining precisely selected flavored whiskies with some of TALISKER'S rarest and smoothest mature stocks, TALISKER NEIST POINT is an exceptional single malt which is not chill-filtered before bottling, resulting in more intense and powerful flavors.

TALISKER Malt Master Craig Wilson said: "Using casks from a wide variety of different wood type and ages, I've captured the differing flavor profiles of TALISKER, incorporating fiery, spicy and sweeter

vanilla notes. By using some of our finest, rare casks that have been left to rest longer, TALISKER NEIST POINT delivers an incomparable flavor journey with an extra-refined, sweet, smoky, finish that engulfs the palate, wave after wave.”

The new travel retail exclusive has received critical acclaim in pre-release sampling, described by whisky writer Owen D.L. Barstow, whisky consultant, London, as “An outstanding contemporary interpretation of all that is classic in TALISKER.”

Peter Fairbrother, Global Marketing Director of Diageo Global Travel and Middle East (GTME), said: “Single Malts represent the fastest growing segment of the whisky category in travel retail and the surge is being driven by flavor-led malts, where Diageo excels.

“TALISKER SKYE™ and TALISKER DARK STORM™, also travel retail exclusives, continue to be top sellers. While these Malts focused on the intensely smoky nature of TALISKER, our new release, TALISKER NEIST POINT, uses some of the distillery’s rarest and smoothest stocks to showcase the broader flavor range and complexity of this award-winning island malt.

“Its introduction as a channel exclusive underlines our determination to innovate in the category and invest behind our great Malt whisky portfolio. We’re confident its intense flavors are going to be hugely appealing to the growing number of discerning Malt Whisky fans who look for new experiences and exclusive opportunities when they travel, as well as to TALISKER lovers who want to trade-up to a new luxury expression of their favorite malt.”