

Distell to introduce Deanston Single Malt in Orlando

By **Jas Ryat** on March, 13 2018 | Spirits & Tobacco



Deanston will be introduced at the Summit of the Americas in Orlando

Distell, the South African-based wine and spirits leader, will reinforce its commitment to the travel retail channel with the addition of Deanston Highland Single Malt to its US travel retail portfolio.

Deanston will be introduced at the Summit of the Americas in Orlando next week. This will be the

initial entry of the award-winning single malt to the duty free channel. It will join Bunnahabhain, Distell's popular Islay single malt on the shelves of travel retail shops in US international airports, border stores and on cruiselines beginning in mid-summer.

Tony Suarez, regional business manager for Distell Global Travel Retail in the Americas, said that four expressions of Deanston will be on display for US buyers at the Summit of the Americas including Deanston Virgin Oak, Deanston 15 Year Old, and Deanston 18 Year Old. Suarez noted that the Deanston 15 Year Old is a very rare Scotch in that it is a limited release organic malt certified by the Organic Food Federation.

"There is a real thirst for aged whiskies in the world right now and it is particularly keen in travel retail. Today's international travellers are knowledgeable and demanding of authentic premium products and we feel Deanston's Highland Single Malts will prove to be very popular with fine spirit aficionados traveling internationally in the United States," said Suarez.

He added that due to the limited amount of Deanston Single Malt on hand, it will only be available in US travel retail at this time.

Deanston Highland Single Malt is hand crafted in the Central Highlands of Scotland at the Deanston's Distillery which is housed in a former cotton mill that dates back to the late eighteenth century.

Luke Maga, Distell's Managing Director for travel retail, said that the addition of a premier Highland Single Malt like Deanston to the Distell US travel retail portfolio is just another signal of the company's commitment to expanding its presence in the duty free channel.

"Distell has a tremendous and growing reputation throughout travel retail for producing and marketing some of the world's finest wines and spirits. The addition of a single malt of the calibre of Deanston only burnishes that reputation further," said Maga.

Suarez noted that Deanston Highland Single Malt and other fine Distell travel retail products will be available at the Summit of the Americas on the Alexander James stand 813.

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