

# Lagavulin 10yo Scotch touches down in Dufry stores

By **Mary Jane Pittilla** on August, 19 2019 | Spirits & Tobacco



Lagavulin 10 Year Old will roll out to Dufry stores in the Americas, Middle East and Asia later this year

Lagavulin 10 Year Old is a new single malt, available exclusively at selected Dufry travel retail stores.

Anna MacDonald, Marketing and Innovation Director, Diageo Global Travel, said: “To have this new and highly-anticipated single malt as a Dufry exclusive is a great incentive for consumers in search of new and exceptional flavor experiences to peruse the Dufry aisles as they await their flight.

“We have a long-standing partnership with Dufry, and the team there have helped us to create a number of inspiring in-store experiences to mark the launch, including sampling opportunities and engaging displays replete with sensory elements all designed to delight our consumers.”

Lagavulin 10 Year Old is available now in Dufry travel retail stores in the UK and will roll out to

selected European markets as well as the Americas, Middle East, and Asia later in the year.

Dr Craig Wilson, master of malts at Diageo, said: “What makes this single malt unique is the combination of refill, bourbon and freshly-charred casks that we used in its creation. The bourbon casks add a sweetness to the flavour and the freshly-charred casks add spicy and woody notes. The different wood types used have helped create a whisky with a fiery yet light and smoky yet smooth character – one that is filled with surprising contrasts.”

On the palate, Lagavulin 10 Year Old (43%abv) is sweet and salty at first, before it builds to a fiery crescendo with a spicy and smoky finish that is both intense and warming. It retails at £50 (\$60) for 70cl.