

Loch Lomond Group displays famous trophy at Viking Line Whisky Fair

By **Mary Jane Pittilla** on February, 22 2019 | Spirits & Tobacco



Alan Reid, Ibon Mendiguren and André de Almeida with The Open golf tournament's famous Claret Jug

Passengers onboard Viking Line's Cinderella ship got a rare chance to observe one of sport's most iconic trophies being showcased by independent distiller Loch Lomond Group.

The Claret Jug was presented at the Viking Line Whisky Fair alongside a range of premium Scotch whiskies crafted by the distiller's Loch Lomond Whiskies brand, which is entering its second year as the official Spirit of The Open golf tournament.

The Scotch whisky producer also showcased its Glen Scotia and Littlemill single malts at the event – one of the biggest events in the calendar for whisky enthusiasts, which sees more than 5,000 guests sail from Stockholm to Mariehamn.

As part of the experience, travelers became some of the first to sample the latest editions in the range inspired by Loch Lomond Whiskies' five-year partnership with The Open, including the 19yo Loch Lomond Open Course Royal Portrush Collection.

The expression was created in partnership with Darren Clarke, the 2011 Open Champion and Loch Lomond Whiskies' brand ambassador. Matured in American oak, the expression maintains its fruit character with notes of honey sweetness and other tropical fruits coming to the fore.

A Loch Lomond Single Cask and Loch Lomond vintage 1999, which was created in honor of golf ambassador Paul Lawrie, was also brought onboard the ship.

The independent distiller, based near Loch Lomond, also used the opportunity to unveil two new travel retail exclusives for its Glen Scotia and Littlemill brands. Glen Scotia Vintage 1991 and Littlemill Vintage 1992 featured as part of a sampling masterclass delivered by brand ambassador Ibon Mendiguren.

André de Almeida, Managing Director for Global Travel Retail, Loch Lomond Group, said: “As we returned to the Viking Line Whisky Fair for the third consecutive year, we did so as the official Spirit of The Open – a unique position which allowed us to bring more than just our range of premium Scotch whiskies.

“To have the iconic Claret Jug showcased at our stand was an incredible sight for those onboard the ship. We have an exciting year ahead, as we travel to Portrush for the 148th Open, and the Viking Line Fair marks the beginning of our 2019 golf activations.”

He continued: “The Nordic market is expanding, and the Viking Line Whisky Fair presents a fantastic opportunity to showcase the diversity of our Scotch whisky brands. Working in partnership with our global travel retail Nordic distributor, Five Eyes, we were able to bring a variety of styles and flavors, from the ghost distillery of Littlemill, to the innovative Loch Lomond distillery and the seaside influence of Campbeltown, where our historic Glen Scotia originates.”