

Rémy debuts Bruichladdich collection at IAADFS

By **Wendy Morley** on February, 27 2014 | Spirits & Tobacco



The distillery, which uses its original Victorian equipment, closed down in 1994, to be resurrected in 2000 by a passionate group of investors. Rémy has been working hand-in-hand with the management team since it acquired the distillery in 2012 to prepare for the launch of this travel-exclusive range of single malt whiskeys.

The flagship malt to be launched at IAADF is The Organic Scottish Barley, the only organic Islay malt. An unpeated malt made from the finest Scottish barley, this unique product is presented in a striking aqua bottle and matching cylinder gift box, announcing a new presence in this usually muted

category.

In Americas duty free Rémy will focus its energy on The Organic Scottish Barley, but its other products in the Bruichladdich range will also be available:

Bruichladdich Black Art will be on very limited release. It is available in a black bottle with a six-pointed star.

Bruichladdich Bere Barley 2006, a limited-edition unpeated single malt, is presented in a clear bottle with a silver gift box. Bere is an ancient Scottish grain variety with small yields, quite different from modern grains.

Port Charlotte PC11 is a limited-edition heavily peated scotch whiskey presented in a clear bottle with black and orange gift tin.

Octomore 6.2 is said to be the most heavily peated malt whiskey on the planet. It “packs a punch like an iron fist in a velvet glove. This limited edition is matured in cognac casks and presented in black with red accents.

The Bruichladdich distillery is committed to supporting the local community. Jim McEwan, Master Distiller, says, “Our whiskey is the product of the land in which the barley is grown, the local water, the sharp sea air and the slow unhurried distillation and ageing process in our warehouses on the banks of Loch Indall.”

Rémy Cointreau has been instrumental in preparing Bruichladdich for the travel retail market, advising on product development, brand building, marketing and distribution strategy. Matthew Hodges, Marketing and Business Development Director, Rémy Cointreau GTR, says: “Malt whiskey, of which Islay malts are a key element, is the fastest growing market segment at around +10% annual growth, according to IWSR. In Bruichladdich [collectors] will find a dram of excellent quality with an interesting heritage – the resurrected distillery, the original distillation equipment, the provenance of the barley.”

Rémy is positioning Bruichladdich to appeal to the gift buyer looking for something out of the ordinary and to those looking for a contemporary approach to malt whiskey. Says Hodges: “We are thrilled with the outcome so far and we look forward to an extraordinary future for Bruichladdich in global travel retail.”