

Ballantine's launches 21-YO golden zest edition, exclusively in duty free

By **Jas Ryat** on November, 22 2019 | Spirits & Tobacco



The essence of Scotch whisky blends Ballantine's 21-year-old elegance with the flavor of orange zest

Premium Scotch Whisky Ballantine's is launching a new limited edition as part of its Signature Flavor Series, "Ballantine's 21-Year-Old Golden Zest Edition."

Distributed exclusively at global travel retail, this is the second edition of Ballantine's Signature Flavor Series.

The "Ballantine' 21-Year-Old Golden Zest Edition" is characterized by a tinge of citrus flavor in the

finest liquor matured over 21 years. The rich Scotch whisky blends orange zest, creamy vanilla and honey flavors to create a classic, yet unexpectedly charming taste.

Sandy Hyslop, Master Blender, Ballantine's, comments: "The Ballantine's 21-Year-Old expression is an exceptionally refined and well balanced Scotch whisky, and for this expression I wanted to highlight the beautiful zesty layers of citrus character that blossom continuously over the 21 years of maturation. The result is an ode to Ballantine's signature style and a celebration of its citrus notes whilst paying tribute to the exceptional depth of flavors that makes Ballantine's 21-Year-Old a global favorite."

Meanwhile, Ballantine's celebrates the launch of this limited edition with a campaign to engage with Korean travelers before they travel. The campaign offers consumers a special experience online via the official website: www.travelwithballantines.com, which explores the special blend of citrus flavours in the new golden blend. Website visitors can download a voucher to redeem an exclusive gift - a luxurious set of the brand's whisky stone's - with every purchase of Ballantine's 21-Year-Old in-airport.

The 21-Year-Old Golden Zest Edition is available from November 2019 exclusively at Incheon International Airport, Gimpo and Jeju International Airport.