

Dewar's unveils Chinese New Year tin

By **Hibah Noor** on January, 8 2019 | Spirits & Tobacco



Dewar's Year of the Pig gift tin is available from 15 airport and border stores

To mark the Year of the Pig on February 5, a limited-edition and travel retail exclusive Dewar's 18yo Chinese New Year gift tin is now on sale in stores across Asia Pacific and at Dubai Airport.

The demand for Dewar's in Asia Pacific travel retail is growing fast with strong double-digit sales growth year-on-year.

Among Chinese shoppers, its popularity is even stronger, with demand doubling year-on-year (Bacardi figures to end November 2018).

The brand is the fastest-growing blended Scotch whisky in the top 10 for the global travel retail channel (5yr CAGR, IWSR 2017).

Double-aged in oak casks for smoothness, the 18yo whisky is described as a creamy, full and well-rounded blend. Honeyed in taste with a hint of marzipan and silky finish, presented in a striking, limited-edition travel retail exclusive one-liter presentation box. The recommended retail price is US\$99.

The one-liter gift tin is available from the following 15 airport and border stores: Auckland (ARI and Lagardère), Bangkok (King Power), Beijing (Sunrise), Dubai (Dubai Duty Free), Hong Kong Airport (Lagardère), Hong Kong Border (Anway), Kuala Lumpur (Eraman), Seoul (Lotte and Shilla), Shanghai (Sunrise), Sri Lanka (Dufry and Flemingo), Taipei (Everrich), and Zhuhai (Zhuhai Duty Free).