

Diageo Travel unveils new single malt collection from Mortlach exclusively for travel retail

By **Steve Pawlett** on November, 13 2018 | Spirits & Tobacco



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Diageo Global Travel has unveiled “Alexander’s Way,” a 14-year-old Mortlach Single Malt, exclusive to travel retail. It forms part of a new four bottle collection including, 12-year-old “Wee Witchie,” 16-year-old “Distiller’s Dram” and 20-year-old “Cowie’s Blue Seal.”

“We’re delighted to introduce Mortlach’s new single malt whisky collection into our Scotch portfolio. Passenger numbers continue to grow worldwide. In Taiwan alone, an estimated 38 million new passengers are traveling each year. In addition, malts are forecast to grow at a faster rate than

blends globally, with Asia highlighted as the region likely to see the fastest growth in the next two years, making this the perfect location to launch,” said Anna MacDonald, Marketing and Innovation Director, Diageo Global Travel.

Unveiled at an event in Taiwan, the collection is set to bring the dark side of Speyside to life delighting flavour-seeking travelers with the best-kept secret in Scotch. In a region known for its smoother, gentler style of whisky, Mortlach’s exceptional flavour bridges the gap between mellow and smoky.

Mortlach is renowned for its unique and complex distillation process known as “The Way.” The intricate approach to distillation has remained unchanged since 1896 when Dr. Alexander Cowie first used it. The single malt’s 2.81 distillation process, is a closely guarded secret, handed down through generations of Mortlach distillers. It is this process that shapes Mortlach’s dark, complex and rich character, earning it the nickname, “The Beast of Dufftown.”

“The whole collection has been created to appeal to explorers, explorers in flavour and, explorers in experiences. This is why we are particularly excited to have a Travel Retail exclusive as part of the collection. ‘Alexander’s Way’ is the spiciest Mortlach expression to date - created to provide travelers with a something they can’t buy anywhere else,” added MacDonald.

Each member of the new Mortlach collection reflects the Speyside distillery’s bold flavour in their own exceptional way.

“These whiskeys really stand out in Speyside. For me it’s the way the unique 2.81 process gives you such an intensely complex liquid and character from the minute it comes off the still; it’s like having three distilleries at the one still house. Our job is to hone the character in the right way to create four well-balanced whiskeys of unparalleled richness and complexity,” said Dr. Craig Wilson, Mortlach Master Blender.

Mortlach 12-year-old, 14-year-old, 16-year-old and 20-year-old will first launch in Taiwan Travel Retail in November, followed by other markets. All available in 70cl or 75cl, depending on location, RSSP’s are 12-year-old, £31 (US\$40); 14 year old, £50 (US\$65); 16-year-old, £70 (US\$92); 20-year-old £150 (US\$197).