

Distell clinches top awards for Bunnahabhain and Deanston whiskies

By **Elena Owyong** on June, 25 2019 | Spirits & Tobacco



World Traveller Exclusive Range

Only when we're sure of its excellent character do we decide it's ready to be savored. Discover the award-winning taste of Bunnahabhain.

Discover the Sound of Islay.

Distell's travel retail exclusive Bunnahabhain and Deanston whiskies have scooped top awards at the International Spirits Competition (ISC) and The Scotch Whisky Masters by The Spirits Business



The Deanston 10 Year Old Bordeaux Red Wine Cask Finish won a gold medal at The Scotch Whisky Masters and silver at the International Spirits Competition this year

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Bunnahabhain's World Traveller Exclusive range, comprising three whiskies, scooped a total of four accolades. Eirigh Na Greine won gold at the ISC and An Cladach claimed silver. At The Scotch Whisky Masters, Cruach Mhona was awarded gold while An Cladach received the prestigious 'Master' accolade – the best in category.

Commenting on the awards, Luke Maga, Distell Travel Retail Managing Director, said: "We are extremely proud to have Bunnahabhain's World Traveller Exclusive Range and Deanston 10 Year Old Bordeaux Red Wine Cask Finish recognised at the ISC and The Scotch Whisky Masters. Both brands have gained strong momentum in global travel retail over the past year, particularly in Asia Pacific, and the award wins reinforce the passion and commitment from both distillery teams to deliver exceptional products."

According to Distell, An Cladach, meaning 'The Shore' in Scots Gaelic, has been a popular addition to the Bunnahabhain World Traveller Exclusive range since its launch at the 2017 TFWA World Exhibition. This year, its customer shipments have skyrocketed to over 300% as compared to last year.

The award news follows the announcement of a three-year refurbishment programme at Bunnahabhain, with Distell investing £10.5 million (US\$13.3 million) in an extensive upgrade and refresh of the iconic distillery. As part of the works, a number of the original buildings will be carefully restored giving them a new lease of life, whilst others will be removed and relocated to create more

space, allowing better operational flow across the site and to enhance the experience for visitors to the distillery.

The travel retail exclusive Deanston 10 Year Old Bordeaux Red Wine Cask Finish won a gold medal at The Scotch Whisky Masters and silver at the ISC.