

Royal Salute celebrates the sport of kings with The Polo Batch limited edition

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Royal Salute, the world's leading luxury Scotch whisky, has launched The Polo Batch, its first-ever

World Polo Limited Edition in celebration of its shared values and intrinsic links with polo, the “sport of kings.”

Crafted expertly by Master Blender Colin Scott, The Polo Batch is a new and unique 21 Year Old blend with its own nuance and personality. The limited edition is expected to be highly sought-after by travelers in Asia and Gulf Travel Retail.

The striking new bottle celebrates the international footprint of polo, featuring the names and locations of various Royal Salute World Polo events, including The Royal Salute Polo Cup in Jeju, Korea; The Maharaja of Jodhpur Golden Jubilee Cup in Jodhpur, India; The Royal Salute China Open in Beijing, China; and The Royal Salute Jubilee Cup in Greenwich, USA. A white “sporting stripe” emblazoned on the front of the gift box is an instantly recognizable design cue that further highlights the expression’s sporting links and provides strong on-shelf presence.

Both Pernod Ricard Asia and Gulf Travel Retail are introducing the limited edition via innovative activations which will help travelers gain an understanding of the elegance and prestige of polo and the lifestyle associated with it. The Polo Batch will be available in two duty free shops in Concourse A (Emirates Airline) in Dubai International Airport and 10 Asian airports including Incheon International, Jeju International, Gimhae International and Gimpo International in Korea, and across the rest of Asia in Taoyuan International, Hong Kong International, Singapore Changi, Ho Chi Minh City, Hanoi International, Bangkok International and [Kuala Lumpur International](#) airports through January and February 2014.



The limited edition will be highlighted at each airport with impactful product displays and videos

highlighting Royal Salute's presence at international polo games and featuring world number one polo player and Royal Salute brand ambassador Facundo Pieres. Increased brand visibility will also be achieved via Royal Salute's latest advertising campaign featuring Pieres.

In Asia, the launch coincides with the Chinese New Year, which in 2014 is celebrating the year of the Horse. Travelers purchasing The Polo Batch bottle will be offered an exclusive prestige gift wrapping service symbolizing fortune and happiness in Chinese culture.

Neil Macdonald, Royal Salute Global Brand Director, comments: "We're delighted to be able to offer travelers the opportunity to own this unique new batch of our prestigious 21 Year Old, which our Master Blender Colin Scott has crafted with the utmost care. We believe this new expression will be a real collectors' item and will appeal to our loyal fans' passionate connection to the brand and its polo associations. It is a distinctive whisky that befits the traditions and values of Royal Salute; combining age and craftsmanship to create a Scotch whisky of finesse and rich complexity. These factors combined are guaranteed to create great interest across Asia and Gulf airports."