

Royal Salute welcomes The Lost Blend 21yo to travel retail

By **Mary Jane Pittilla** on May, 29 2019 | Spirits & Tobacco



Retailing from US\$168, The Lost Blend 21yo peated whisky was launched exclusively in Singapore duty free from May, before becoming available in duty free stores worldwide from July

Royal Salute is toasting an all-new addition to its signature 21 Year Old range with The Lost Blend.

The first peated whisky from Royal Salute has been crafted from scarce whiskies from distilleries no longer in production. It is presented in eye-catching new packaging as part of a roll-out across the Royal Salute 21 Year Old range, and is available exclusively in global travel retail.

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The Lost Blend was created by Royal Salute Master Blender Sandy Hyslop, who selected the finest aged whiskies from Scotland's lost distilleries to create the new blend.

It's the first time a new whisky has been added to Royal Salute's 21 Year Old range. It joins Royal Salute's flagship whisky, The Signature Blend, which was originally created as a gift for the Coronation of Queen Elizabeth II in 1953.

The Lost Blend is presented in Royal Salute's new packaging, created by award-winning illustrator Kristjana S. Williams.

Known internationally for her striking artwork, including on the album cover for Coldplay's A Head Full of Dreams, Williams' design for Royal Salute is revealed on opening the door of the sleek box.

"Upon opening the door, Royal Salute fans enter an enchanting and unexpected world of color and quirky characters, uniting to depict a contemporary take on the Scotch whisky's rich history with illustrations of the British Royal Menagerie, once housed in the Tower of London, adorning the inside," Royal Salute said.

Housed in a porcelain flagon, the blend features the lost Imperial Distillery at its heart. Named in honor of the British monarchy, the distillery was created in the same year as Queen Victoria's Diamond Jubilee and was topped with a gilded cast iron crown in tribute to the event. Although it opened in 1897, the Imperial Distillery only produced whisky for 46 years.

The Lost Blend has notes of sweet orange and peaches combined with bonfire embers, balanced with the taste of sweet, juicy pears, orange rind and hazelnuts with aromatic peat for a long, smooth and smoky finish.

Royal Salute Marketing Director Mathieu Deslandes enthused: "There has never been a more exciting time for our brand. With a bold new look across our packaging and the exceptional Lost Blend, the newest member of our 21 Year Old range, we're raising the bar and we're only just getting started."

He continued: "Given the importance of the channel, we wanted to release this exclusive blend exclusively to global travel retail. We know our consumers here seek products that not only deliver an unmatched quality but bring with them a rich, compelling story with unique provenance. This is something we strive for, ensuring our portfolio is at the cutting edge of Scotch whisky innovation while bursting with distinctive character. This latest creation is testament to this ambition. The Lost Blend is a whisky that's earned its title, it really is fit for royalty."