

The Dalmore celebrates Chinese New Year with a pair of special limited-edition releases

By **Jas Ryat** on January, 14 2020 | Spirits & Tobacco



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Enhancing its position as the gift to give this holiday season, The Dalmore celebrates Chinese New Year with a limited edition 28-YO release & a special pack for the iconic King Alexander III.

In recent years, The Dalmore has enjoyed rapid growth in the travel retail market, becoming the fastest-growing Single Malt in the sector and the fifth largest Single Malt in travel retail. In the last decade, with luxurious packaging and product aimed at the traveling shopper and gift buyer, The Dalmore has heavily invested to secure its position at the prestige end of the category.

To mark Chinese New Year in 2020, The Dalmore released a 28-YO limited edition, a magnificent Single Malt Whisky matured in American white oak ex-bourbon casks and Graham's Tawny Port pipes. Only 1,300 bottles have been created (and 300 bottles will be made available exclusively in Asia travel retail).

The brand's holiday gifting appeal will be further enhanced by the introduction of a special edition

pack for its King Alexander III edition, which has reached iconic status as a gift in the travel retail market.

Richard Trimby, Travel Retail Director, Whyte & Mackay, comments: “Whyte & Mackay is dedicated to ongoing innovation and supporting customers with impactful and exciting special editions, which drive penetration, conversion and spend. This is what has made the company such a driving force in this market and sector today.

Both of these offers have been extremely well received by our retail partners around the world as they look to make the most of the opportunity presented by Chinese New Year to satisfy Asian travelers with the ideal gift to mark the holiday.”

The release of the 28-YO limited edition and the King Alexander III special pack will be supported by a high-profile activation campaign, with dedicated in-store stands in key airports such as Taiwan Taipei, Singapore Changi, Vietnam, Macau, China, Hong Kong International Airport, Dubai International Airport and London Heathrow. The campaign will also generate awareness and reach via social media.

“This campaign will bring these stunning limited editions to life in a creative way, attracting the traveler to the store where shoppers can discover the perfect gift in The Dalmore,” adds Trimby.