

The Glenlivet releases eight bottles of super-exclusive 'Vintage 64' in Asia travel retail

By **Wendy Morley** on December, 12 2014 | Spirits & Tobacco



“Vintage 1964” is The Glenlivet’s inaugural release for The Winchester Collection, the world’s first series of 50-year-old single malt whiskies. This whisky was laid to mature by the last distilling descendant of The Glenlivet’s founder, George Smith, on April 24, 1964. Only 100 bottles will ever be produced, and eight will be released to Asia travel retail in Hong Kong, Taiwan and Singapore airports in December and January.

The first bottle of Vintage 1964 and of The Winchester Collection was launched at Harrod’s in London this October, and Bottle No.8 was the first to be released in Asia travel retail. This took place at the historic Black and White House in Singapore in November, at an event presented by DFS Masters of Wines and Spirits. The number eight is a symbol of wealth and fortune in Chinese culture, and so the release of this bottle was especially significant.



This rare liquid is housed in an equally rare vessel made of hand-blown glass. Precious additions include rose gold and a Cairngorm Stone. Every element is hand crafted by artisans from the British Isles. These bottles will be exhibited in custom displays in the Taoyuan Airport T2 departure store, the prestige area display at Changi Airport T1 and both the departure and arrival stores at Hong Kong International T1.

“We are very excited to launch a collection as significant as The Winchester Collection in Asia Travel Retail; it’s a tribute to the heritage and craftsmanship of The Glenlivet distillery since 1824.” says Kim Tse, The Glenlivet Brand Manager at Pernod Ricard Asia Travel Retail. “We are also thrilled to have secured such a sought-after bottle number for Asia Travel Retail, with Bottle No.8 symbolising wealth and fortune in Chinese culture and perfectly supporting the launch of this prestigious range. Having eight bottles available for Asia Travel Retail also highlights the potential of the region as an increasingly important channel for luxury products.”

An undisclosed number of further releases from The Winchester Collection will follow, with “Vintage 1966” confirmed to be next in line.

