

The Glenlivet toasts Taiwanese whisky market with 14yo expression

By **Mary Jane Pittilla** on February, 21 2020 | Spirits & Tobacco



Travelers at Taiwan Taoyuan Airport will be invited to try The Glenlivet 14-Year-Old Sherry Cask in a series of tasting experiences that feature specially chosen food pairings

The Glenlivet has launched a new 14yo Sherry Cask expression, exclusive to travel retail in Taiwan.

Following the success of its 13yo Sherry Cask in 2018, the new release pays homage to the region

and its travelers and is a permanent travel retail exclusive for Taiwan.

The Glenlivet said it had tailored the 14yo expression to match the sophisticated palate of Taiwanese whiskey drinkers.

Unlike other editions within The Glenlivet portfolio, the Sherry Cask Matured expressions are created exclusively for Taiwan. They are matured in hand-selected 100% Oloroso sherry casks to give rich sherry notes, with an added layer of richness and spiciness.

The fruity floral 14yo has a full nose of blueberries, blackcurrants and plump sultanas with a dusting of cinnamon. The flavor of milk chocolate with rich toffee and hazelnuts lingers on the palate before ending in a long, warming finish.

To commemorate the launch, travelers will be invited to try the expression in a series of introductory events at Taiwan Taoyuan Airport's Pillar Bar in the Departures hall in Terminal 2. These tasting experiences will feature specially chosen food pairings.

Taiwanese whiskey expert Steven Lin is the face of a video created by The Glenlivet that offers travelers a first look at the new expression. Available to view on YouTube and Facebook, the video shows Lin tasting the 14yo.

He wrote: "We are honored that The Glenlivet has chosen to create this exclusive homage to the Taiwanese market. The whisky community is growing exponentially and the appetite for single malt Scotch whiskies in our country has never been greater. I am sure that the rich sherry flavor and fruity profile that the sherry cask maturation process brings is sure to delight Taiwanese whisky experts and enthusiasts alike."

Laura Lung, Global Marketing Manager, Malts for The Glenlivet, said: "We're thrilled to be launching the 14-Year-Old 100% Sherry Cask Matured as an exclusive to travelers passing through Taoyuan Airport. Taiwan is a lead market in the world of single malt and Taiwanese consumers are discerning and advanced in their knowledge, so honoring this with an innovative and premium selection is very important to us."

The Glenlivet 14-Year-Old Sherry Cask is available now in Taiwan at Everrich Duty and Tasameng Free Stores, retailing at 1,450 New Taiwanese Dollars (US\$48).