

Whyte and Mackay unveils diversified portfolio at TFWA Asia Pacific Exhibition

By **Jas Ryat** on April, 3 2018 | Spirits & Tobacco



Whyte & Mackay will present a range of new products to buyers at this year's TFWA Asia Pacific Exhibition (Basement 2, Booth C5) to further strengthen and diversify its position in the Asian travel retail spirits market.



New to the scene: The Jura

Travel Collection is exclusive to global travelers and will be highlighted at the TFWA Asia Pacific Exhibition

Jura Travel Retail Collection is the brand's first range of single malt Scotch whiskies exclusively available to global travelers and will be a brand focus at the show. The line, which began rolling out globally in April 2018, showcases the introduction of a new signature style for Jura in both travel and domestic markets.

With sweetness from American White Oak ex-bourbon barrels combined with a hint of subtle smoke make up the four whiskies offered in the Travel Retail Collection. Matured in American White Oak ex-bourbon barrels, the flavors are further enhanced by hand-selected sherry casks that previously held Pedro Ximénez for 15, 20, 30 and 40 years.

The Jura Travel Retail Collection features The Sound (1L), The Road (1L), The Loch (70cl) and The Paps 19 YO (70cl). Recommended price points range from approximately US\$60 to US\$110.

The introduction of this new house style and both ranges reflects the long-term commitment to advance the position of Jura in the category, appeal to new drinkers and invest in consumer communications with a more compelling and premium proposition.

Whyte & Mackay Regional Director for Asia Travel Retail Micheline Wong commented: "We're hugely excited about this launch, which will reinforce Jura's positioning as a premium malt, thanks to its distinctive new packaging and innovative new signature style of whisky. Jura has a great story to tell in the channel - and this new travel retail exclusive range is just the first chapter. The new packaging₁

which features stunning photographs of the Isle of Jura's local landmarks, significantly strengthens its on-shelf appeal. The launch will be further supported by a series of innovative activation programmes."



The Dalmore 45 is a rare single malt whisky produced in limited quantity

Another key introduction at the Singapore show will be The Dalmore 45 – a 45 YO limited-edition refined single malt that contains some of the distillery's rarest aged stocks. Hand crafted by Master Distiller Richard Paterson, the whisky was initially matured in American White Oak ex-bourbon casks, before being transferred into two different Vintage Graham Port Colheita pipes dating from 1961 and 1963, respectively. The Dalmore 45 is presented in a hand-blown Baccarat crystal decanter adorned with the brand's iconic 12 point Royal Stag emblem.

Purposefully retained at 40% ABV, The Dalmore 45 features exquisite flavors of red berries, soft liquorice, crushed hazelnuts, bitter chocolate and Manuka honey. This is followed by the sweet flavors of sticky toffee pudding, Bramley apples and juicy dates to finish.

500 bottles of The Dalmore 45 will be released globally this year, each priced domestically at around US\$12,500.

Whyte & Mackay Marketing Manager Travel Retail APAC, Pierre Dubus noted: "We regard The Dalmore as the definitive single malt whisky of the category, and are confident that this latest expression will appeal to Asia's whisky connoisseurs, collectors and other high net worth individuals. This release is another example of The Dalmore innovating at the very top end of the category, to drive excitement and to satisfy the strong consumer demand we continue to experience in Asia."



Whyte & Mackay Marketing Manager Travel Retail APAC, Pierre Dubus sees "lots of potential" for Fundador Supremo Sherry Cask Collection

The third focus at Singapore for Whyte & Mackay is the Fundador Supremo Sherry Cask Collection. The line made its travel retail debut last year and plans to expand within the Asian travel retail channel. The collection comprises three unique expressions of Fundador Solera Gran Reserva brandy, aged in 12, 15 and 18 year-old sherry casks.

Dubus explained: "We see lots of potential in travel retail for our Fundador Supremo brand, not least because it offers something different. Fundador is the market-leading Spanish grape brandy and the Fundador bodega dates back to 1730 with the founding of Spain's oldest sherry and brandy company. We have harnessed this heritage and know-how to create a high-quality, award-winning collection priced from around US\$68 to US\$168 that is sure to appeal to premium brandy drinkers."