

ERAMAN & Glenfiddich team up to welcome the New Year with a premium whisky offering

By **Hibah Noor** on January, 23 2020 | Retailers



Hosted by Brett Bayly, Brand Ambassador – South East Asia, Glenfiddich, loyal customers were treated to an exclusive whisky dinner to celebrate the flip of the calendar

ERAMAN has partnered with Glenfiddich by William Grant & Sons, to welcome the New Year by introducing the Glenfiddich Grand Cru 23YO during an exclusive dinner held at Lafite, Shangri-La Hotel, Kuala Lumpur.

In attendance: Datuk Seri Michael Yam, Chairman of ERAMAN, Zulhikam Ahmad, General Manager of ERAMAN, Matthew Williams, Regional Director of Asia Pacific Global Travel Retail, and Brett Bayly, Glenfiddich Brand Ambassador of South East Asia. Along with top spenders of the ERAMAN Privilege Card membership, special friends of the company were invited to join in the four-course dinner.

Michael comments: "It's never a cliché to say that we at ERAMAN, as a retailer of both duty free and non-duty free goods must be ahead of the curve to ensure that our products cater to the changing needs and tastes of our sophisticated travelers. It's in this context that we are proud to be at the forefront of showcasing passionate and elegant brands such as Glenfiddich Grand Cru 23 years - an award-winning and globally-recognized premium brand that fits in perfectly with our retail philosophy."

Matthew explains: "We are honored to partner with ERAMAN for the launch of Glenfiddich Grand Cru, our newly released expression that's been matured for 23 years and finished in rare French cuvée oak casks."

The team was thrilled to host the first ever exclusive dinner for ERAMAN's guests, providing an extraordinary Glenfiddich experience for attendees and cementing the valuable partnership between William Grant & Sons and ERAMAN."

In addition to Glenfiddich Grand Cru 23 years, guests were served an award-winning range of Speyside single malt whiskies, the Glenfiddich 21 years Rum Cask-Finish, the Glenfiddich 25 years Rare Oak and the Glenfiddich 30 years.