

Beam Suntory launches TR-exclusive Bowmore 1965 Precious Metals



Bowmore 1965 Precious Metals celebrates the golden age of Bowmore, when some of the brand's most admired whiskies were crafted. Now over 50 years old, these whiskies are scarce, limited to only a handful of casks

Beam Suntory has introduced the limited-edition Bowmore™ 1965 Precious Metals, exclusive to Global Travel Retail.

Through the four individual presentation boxes created using materials repurposed from the Bowmore distillery, master craftsman John Galvin pays homage to legendary craftsmanship and celebrates the distillery's legacy. Each of the handcrafted boxes is adorned with a brass plaque made from the former spirit safe, dating back to 1924.

The four bottles in their truly one-of-a-kind presentation boxes will be available in Dubai, Taiwan, Hong Kong and Amsterdam, with the first bottle coming available at the Taipei Downtown DF store from 11th March 2022.



Each of the four bottles is available at a RRSP of \$50,000, with each individual box being a bespoke collectable and artifact capturing over 240 years of heritage. The bottle will also be accompanied by a certificate of authenticity and numbered to preserve their rarity

John Galvin, Master Craftsman, said: “Working with Bowmore is always hugely inspiring and rewarding for me so the opportunity to imagine just four unique oak boxes for the 1965 Precious Metals was both exciting and enthralling. Taking a genuine piece of the distillery’s legacy and integrating it into the design is so magical as it keeps a part of Islay’s very heart and soul connected with this incredible whisky for eternity. These projects do not come along very often, but they are a real honour and privilege to be part of when they do.”

Manuel González, Marketing Director of Global Travel Retail for Beam Suntory, said: “We’re delighted to present the exquisite limited-edition Bowmore 1965 Precious Metals exclusively to Global Travel Retail. Master craftsman John Galvin captured the essence of the Bowmore distillery and has a proven track record of designing incredibly desirable pieces for collectors. With only four bottles available worldwide, our customers are invited to get their hands on unique art that immortalizes the Bowmore craftsmanship and celebrates the brand’s rich heritage.”