

Bowmore introduces vintage whiskies to China travel retail



Only 20 bottles of Bowmore 40yo Scotch whisky (48.7%abv) will be available in travel retail

Bowmore Islay Single Malt Scotch Whisky has unveiled Bowmore 30-Year-Old and Bowmore 40-Year-Old, the latest aged and rare vintages from its 50-Year-Old Vault Series, to travel retailers across China.

Only 20 bottles of Bowmore 40yo and 25 bottles of 30yo will be available in travel retail.

Bottled in 2000 from vintage 1989 stock and crafted from just two casks each year, Bowmore 30yo has been nurtured for three decades in sherry hogsheads and bourbon barrels.

With a cask strength of 45.1%, this 30yo whisky celebrates Bowmore's rich, fruity and smoky style. Burnished gold in natural color, the whisky offers aromas of ripe apricot, charred pineapple, mango and butterscotch. On the palate, tropical fruits and honey sweetness unite with subtle peat smoke and hints of eucalyptus to ensure a warm and lingering finish.

Inspired by the coastal location of the Bowmore Distillery and limited to 159 bottles globally, the colors and textures of Islay's ancient stone and bleached driftwood are encompassed in Bowmore 40yo whisky, brand owner Beam Suntory said.

Bottled at a cask strength of 48.7%, Bowmore 40yo is a deep rich mahogany color, offering aromas of honey, treacle and exotic fruits combined with beeswax and caramel. On the palate, pipe tobacco and

chocolate unite with spices, leather and chestnuts to give the whisky a long, lingering finish.

Manuel González, Marketing Director of Global Travel Retail for Beam Suntory, said: “We’re delighted to introduce the Bowmore 30-Year-Old and Bowmore 40-Year-Old, the latest releases of the highly successful 50-Year-Old Vault Series, to global travel retail in China.

“These exceptionally rare single malt whiskies showcase our ongoing efforts to premiumize the Beam Suntory portfolio and to continue producing highly desirable liquids for our travel customers that are perfect for both collectors and investors alike.”