

# Caperdonich 25 Year Old and 30 Year Old complete the Secret Speyside Collection as the rarest malts



Chivas Brothers has the answer to the perfect gift this season for travelers with the unveiling of its Secret Speyside collection. The collection includes two rare single malt whiskies from the famed Caperdonich Distillery. The Pernod Ricard Global Travel Retail expressions both complete the collection and are now available exclusively in key airports, making them a unique gift for whisky lovers.



The Secret Speyside collection, a collection of fifteen rare whiskies from seldom seen, yet highly sought after Speyside, Scotland distilleries, has proven to be an enticing proposal for global travelers, with notable high volumes of sales in London's Heathrow Airport and Taiwan Taoyuan International Airport in particular. A global travel retail exclusive, the collection has been listed in 25 airports across 15 markets in just three months since its global launch.

This positive response is exemplified by consumer purchasing habits which have shown that customers have frequently purchased not just one, but two bottles from the collection, in order to keep one for themselves and one as a gift for loved ones.

Completing the collection, Caperdonich peated 25-year-old and unpeated 30-year-old single malts are the distillery's oldest expressions represented by Secret Speyside. Matured in oak hogsheads, the 25 year old peated malt is bottled at cask-strength (45.5% ABV) and boasts rich notes of peat smoke, brilliantly balanced by green apple and sweet pear, bonfire aromas and a hint of salt leading into a long and smooth finish. Meanwhile, the 30 year old unpeated malt is matured in American Oak barrels and also bottled at 2 cask-strength (51.1% ABV), creating flavors of soft fruit, fresh pineapple and sweet honey balanced with gentle warming spices for an incredibly long, smooth finish.

Laura Lung, Global Marketing Manager for Malts, Pernod Ricard Global Travel Retail, shares, "We are thrilled with the overwhelmingly positive response to the Secret Speyside collection and at the strong<sub>2</sub>

appetite from travellers to find out more about these fabled distilleries. Supported by unique tasting events and in-airport activations, the goal when launching this curated selection of whiskies was to allow Scotch Single Malt enthusiasts the opportunity to not just sample some of the rarest liquid from the Speyside region, but to also learn about what makes this abundant area of Scotland so unique.

“Whether for personal consumption or as a special gift to family and friends, Secret Speyside offers customers a truly unique and memorable experience, and these two final additions from Caperdonich provide a fitting finale to this prestigious collection.”

The new expressions represent part of three peated and three unpeated contributions from Caperdonich, which distilled its final single malt in 2002, before closing its doors and finally being taken down brick by brick in 2011. The rest of the collection of 18-30 year old whiskies consists of three rare single malts each from the Glen Keith, Longmorn and Braes of Glenlivet distilleries.

Secret Speyside, now including Caperdonich 25-year-old and 30-year-old expressions, is available now exclusively in key airports, globally.