

# Diageo unveils its 2019 Special Releases collection: Rare by Nature



Branded *Rare by Nature*, this hand-selected collection features eight expressions of whisky that bring to life each distillery in a distinctive way

Diageo Global Travel announces the highly anticipated launch of its 2019 *Rare by Nature* inspired Special Releases collection. Comprised of eight cask strength single malt Scotch whiskies from some of Scotland's most renowned distilleries, this year's line-up has been hand-selected by Master Blender, Dr. Craig Wilson. The collection launches with a visually impactful and unified theme, evoking the distinctive nature and characteristics of each distillery.

This carefully selected line-up features discoveries from Diageo's most precious stocks maturing in Scotland. The collection celebrates whiskies with distinctive maturation techniques, rare finishes and unexpected taste profiles, with this year's cask strength bottlings bringing to life each distillery's unique character.

Featuring expressions from famous, to supreme examples of the less well-known and even closed distilleries, the bottlings are all extremely rare and sought-after whiskies.

During an exclusive event in Central London this week, guests were guided through a sensorial journey, transporting them from the hustle and bustle of the city to the wild Scottish habitats that inspired this year's *Rare by Nature* theme.

Ewan Gunn, Global Whisky Master, Diageo, comments: "Discerning drinkers around the world will delight in this new collection. From the hand-selected Single Malt Scotch to the visually arresting bottles, they each tell a strong story of the extraordinary place and the people who have shaped each dram. These prestigious and limited-edition bottlings offer fans an opportunity to collect and explore some of our rarest stocks."

The visually striking packaging celebrates the special and varied surroundings of each distillery on the

bottle and allows whisky enthusiasts to uncover each distillery's story one by one. The collection includes whiskies from Speyside distilleries, Mortlach, Cardhu, Cragganmore and Pittyvaich, expressions from the Highland distilleries of Dalwhinnie and The Singleton of Glen Ord and the best of the West Coast of Scotland's Islands, Islay distillery Lagavulin and the Isle of Skye's Talisker.

Anna MacDonald, Global Travel Marketing and Innovation Director, Diageo, said: "Single Malts are a big focus for us in travel retail and we have seen significant growth in this category over the years. We know our consumers are looking for rarity, quality and prestige whisky, so we're incredibly excited to unveil these eight special liquids knowing they deliver on all these needs."

The 2019 Special Releases collection will be available in limited quantities across leading airports and in specialist Scotch whisky retailers this autumn.