

# Distell launches Bain's 18-Year-Old range exclusively in travel retail



All three whiskies will be available exclusively at Big Five Duty Free stores in Cape Town International Airport and Johannesburg's O.R. Tambo International Airport throughout September

Distell has introduced a new, innovative trio of sherry cask-finished whiskies from Bain's Cape Mountain Whisky exclusively in travel retail. The Bain's 18-Year-Old range – comprising Fino Sherry Cask Finish, Oloroso Sherry Cask Finish and Pedro Ximénez (PX) Cask Finish – recognizes the vision of Founder Distiller, Andy Watts, and showcases the exceptional quality of South African grain.

All three whiskies will be available exclusively at Big Five Duty Free stores in Cape Town International Airport and Johannesburg's O.R. Tambo International Airport throughout September. Supporting promotions are taking place at both locations between September 4 – October 2, in which travelers can take part in a nosing experience and taste the 18-Year-Old range as well as Bain's 15-Year-Old and Bain's Cape Mountain Whisky. To create further awareness of the 18-Year-Old collection, substantial digital advertising is also being executed across O.R. Tambo and Cape Town airports.

As the oldest grain whiskey to launch in South Africa to date, Bain's 18-Year-Old was crafted at the James Sedgwick Distillery in Wellington – the only commercial whiskey distillery in Africa. The different sherry cask finishes interact with the spicy sweet notes of the single grain and all three whiskies have an ABV of 50.5%. Fino is the lightest and driest of all the sherries; Oloroso contributes a multitude of flavours and PX brings a dark, intense ebony colour to the whiskey with deep red fruit flavours.

The 18-Year-Old single grain whiskey started its life off as Bain's Cape Mountain Whisky. Bain's is made from 100% sun-kissed South African grain and spends its first three years maturing in first-fill casks

previously used for bourbon before being re-vatted into a fresh set of first-fill ex-bourbon casks for a further two years. The 18-Year-Old whiskies then spent an additional ten years maturing in American oak to develop hints of sweet butterscotch, raisins and banana loaf flavours before being finished individually for three years in either Fino, Oloroso or PX sherry casks.

Andy Watts, Founder Distiller, Bain's Cape Mountain Whisky, says: "With Bain's Cape Mountain Whisky being proudly South African and unique to world whisky, I realized that its style would offer me the freedom to be innovative with a range of casks. Pedro Ximénez (PX), Oloroso and Fino are my three favorite sherries so it felt natural to me to explore the combinations of the grain and sherry casks.

Luke Maga, Global Travel Retail Managing Director, Distell adds: "The Bain's 18-Year-Old trio is a testament to Andy's fantastic creative vision and follows the successful launch of the duty free-exclusive Bain's 15-Year-Old Single Grain Whisky earlier this year. Travel retail plays a key role in raising awareness of local South African brands such as Bain's by putting them on a global stage. We're confident that this new trio - from Africa's only commercial whisky distillery - will be popular with travelers wanting to try something different."