

Distell spirits up whisky and liqueur innovations in Singapore



This special-release 18yo single grain whisky finished in Pedro Ximénez sherry casks is exclusive to global travel retail

Distell is set to launch several new products from its whisky and liqueur portfolio at TFWA Asia Pacific exhibition, building on the company's success at the Icons of Whisky, World Whiskies Awards and San Francisco World Spirits Competition (Stand number: F27).

Distell was named Overall Distiller of the Year at the Icons of Whisky Awards, which took place last month in London. That same evening, at the World Whiskies Awards, Distell's Bunnahabhain 25yo was crowned Best Scotch Islay Single Malt for the second year in a row and the travel retail exclusive Bain's Cape Mountain Whisky 15yo was named Best South African Grain.

The 2019 San Francisco World Spirits Competition saw Distell scoop 11 awards, including four Double Gold, four Gold and three Silver accolades.

"We are passionate about our malts portfolio and are continually working to provide exceptional whisky for new and loyal audiences alike," said Luke Maga, Distell Global Travel Retail Managing Director.

"These awards are amongst the most respected and influential spirits competitions in the world and to have received so many accolades across our brands, including recognition for a travel retail exclusive product, is huge testament to the talented teams across the distilleries."

The new products to be showcased in Singapore are:

Bain's 18yo PX Cask Finish (50.5%ABV): This special release, an 18yo single grain whisky finished in Pedro Ximénez sherry casks, is exclusive to global travel retail. It is part of a new range of three

sherry cask-finished whiskies to be launched over the next few years.

Bain's Cape Mountain 18yo Pedro Ximénez Sherry Cask Finish Whisky is crafted at the James Sedgwick Distillery in Wellington, the only commercial whisky distillery in Africa. An unusual finish for a grain whisky, the sweet profile of the casks amplifies the spicy sweet notes of the single grain. Only 1,700 bottles have been released for global travel retail.

Scottish Leader Blended Malt 1L (40%abv): Also exclusive to travel retail, this product brings together some of the finest malt whiskies from the Highlands, Speyside and Scottish islands. This blended malt whisky is housed in a bottle that features modern, sleek packaging, aligned with the future look of the Scottish Leader range.

A new Amarula Cream Liqueur flavor will be launched in Singapore, which builds on the huge success of last year's Amarula Vanilla Spice. The decision to create the new variant was made due to the growing demand for more complex and interesting flavor profiles.

In the new product, Amarula has crafted a one-of-a-kind flavor profile, using only ethically sourced African ingredients.

The travel retail exclusive Deanston 10yo Bordeaux Cask will also be highlighted in Singapore.

Maga concluded: "Asia Pacific is critically important for Distell – it is a major growth market for our brands and a key channel to recruit new consumers, both in travel retail and domestic markets. We look forward to introducing our latest innovations to customers at TFWA Asia Pacific."