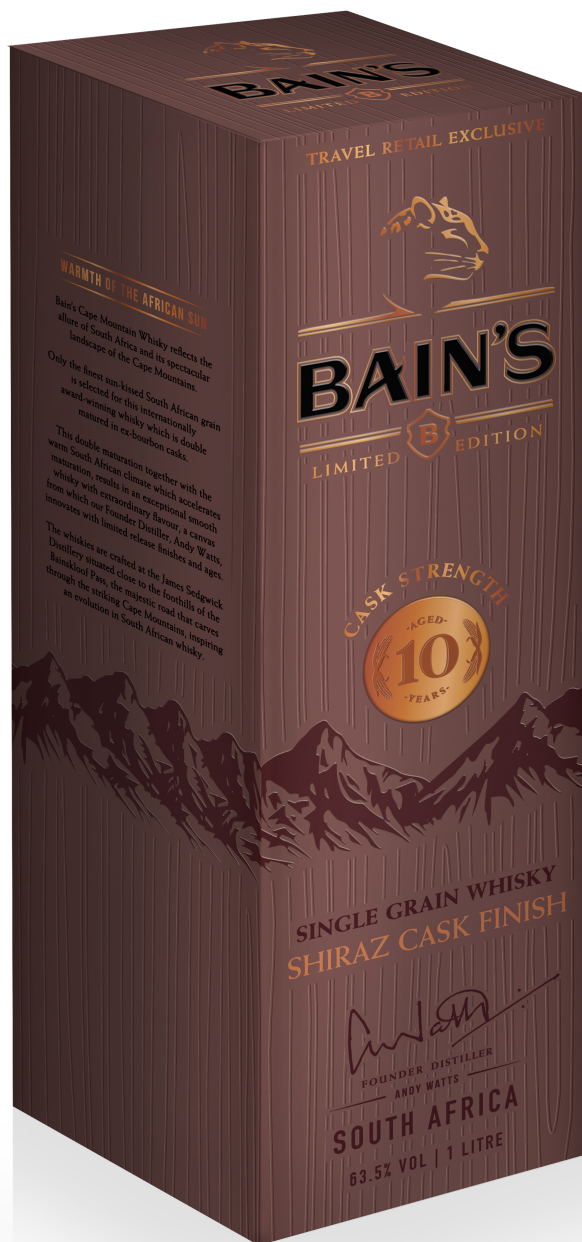


Distell unveils TR exclusive from Bain's Cape Mountain Whisky



Crafted at the James Sedgwick Distillery, Bain's 10-YO Shiraz Cask Strength Finish is a limited edition and available at select locations in global travel retail

South Africa's Bain's Cape Mountain Whisky is releasing a new limited-edition expression, exclusive to

travel retail – Bain’s 10-Year-Old Shiraz Cask Strength Finish. This whisky will be previewed at Distell Global Travel Retail’s booth at the forthcoming Virtual Travel Retail Expo.

Only the finest sun-kissed South African grain is selected for this whisky, which is double matured in ex-bourbon casks. This double maturation together with the warm South African climate accelerates maturation, resulting in an exceptionally smooth whisky with extraordinary flavor. Following its initial five-year double maturation, this whisky is then finished for a further five years in ex-Shiraz American oak casks by Bain’s Founder Distiller Andy Watts.

Shiraz casks are rarely selected as a whisky finish – indeed, this is the first time Bain’s has taken this approach – but through careful cask selection the Shiraz component enriches Bains’s Cape Mountain Whisky with layers of earthy red fruit and pepper, enlivening the whisky’s signature aromas of vanilla, toffee and spice. The whisky is presented in its most natural form – un-chill filtered, with natural color and at a cask strength of 63.5% ABV. It will be available at select locations in global travel retail.

“Innovation is a key part of our strategy for building the Bain’s brand, so we’re constantly seeking out new maturation methods to attract consumers. The Shiraz casks in which we’ve matured this whisky have added an extra dimension to the flavor profile, creating an incredibly layered and distinctive whisky unlike anything we’ve released before,” comments Andy Watts, Head of Whisky Intrinsic Excellence, Distell International.

As the world begins to open up, it is vital that travel retail offers the innovation, exclusivity and differentiation, which have been the hallmarks of its enduring appeal. This new limited edition from Bain’s – found only in travel retail – is the latest expression created for the channel, marrying a unique flavor profile with eye-catching packaging to appeal to those shoppers looking for something different,” adds Luke Maga, Director of Travel Retail, Distell International.

Bain’s Cape Mountain Whisky is crafted at the James Sedgwick Distillery situated close to the foothills of the Bainskloof Pass. Sustainability is an integral part of the approach taken at the James Sedgwick Distillery. As the only commercial whisky distillery in Africa and one of only a few in the world where both grain and malt whisky is distilled, protecting natural resources is central to every decision taken by the distillery team.

Over the years a number of sustainability initiatives have been implemented at the distillery including recycling spent grains, which are high in protein, for animal feed and collecting the carbon dioxide created during fermentation for use in carbonated drinks. Waste water is also treated on-site – the first part of the water treatment process recovers methane gas, which is re-used in the whisky making process to reduce coal usage.