

Halewood to introduce Crabbie whisky innovations at Cannes fair



Launching this month is non-aged Crabbie's Yardhead Highland single malt Scotch whisky, named after Crabbie's distillery in Edinburgh

Halewood Wines & Spirits is launching Crabbie Single Malt Scotch Whisky into travel retail focused on product innovation.

Established in 1801, John Crabbie & Co of Leith, Edinburgh, was a pioneer in the Scotch whisky industry, blending, distilling and exporting whisky globally until the early 20th century.

In 2017, under a dynamic new management team, Crabbie launched a range of limited-edition single malts whisky from the Highlands and Islands of Scotland.

Products include the lightly peated 12yo from the Scottish Islands and Crabbie 8yo, 25yo and 40yo Highland Single Malts from Speyside.

In May 2018, John Crabbie & Co opened its own distillery, the first new single malt distillery in Edinburgh for 100 years. A larger home is under construction nearby in Leith and production will start later this year.

Noting that the strongest driver of growth in the Scotch whisky market is non-aged malts, John Crabbie & Co is launching this month Crabbie's Yardhead, named after the original site of Crabbie's distillery in Edinburgh.

New Crabbie's Yardhead and Crabbie 12yo Single Malt Island Whisky will be the backbone of Crabbie's travel retail offer.

Described as delicate and mellow, Crabbie's Yardhead (40%abv) is a Highland single malt Scotch whisky aged in ex-bourbon casks. It is designed for long drinks and whisky cocktails.

Yardhead will be launched exclusively in travel retail in one-liter bottles at around €35 (US\$39).

Crabbie's 12yo Single Malt Island Whisky is a lightly peated spirit matured in refilled sherry casks and bottled at 43%. It will retail in duty free and travel retail at around €38 (US\$42) per 70cl bottle.

Simon Roffe, Managing Director Global Travel Retail, Halewood, which has owned Crabbie since 2007, explained: "Crabbie's Yardhead breaks the mould for single malts. It is unpretentious and laid-back, a profile which is designed to appeal to the next generation of consumers and to those who may enjoy brown spirits already but have not yet found their way to whisky.

"We are delighted that we will be able to unveil both Yardhead and Crabbie's 12yo single malt on the Halewood stand in Green Village and on our yacht in Harbour Village at TFWA World Exhibition in October.

"The Crabbie whisky range will be a perfect addition to our growing portfolio of craft spirits, such as Whitley Neill Gin and Dead Man's Fingers rums, which are already making waves in the travel retail channel."