

Haleybrooke launches Penderyn whisky in Americas travel retail



Penderyn Madeira Finish 70cl Welsh single malt whisky will retail in travel retail at US\$65

Haleybrooke International, in collaboration with Richard McGratty of McG Consultants, has reached an agreement with Welsh whisky distiller Penderyn to help build its travel retail business for Penderyn single malt whiskies in the Americas and other selected markets.

Stephen Davies, Chief Executive of Penderyn Distillery, said: “With the increase of international travel, Penderyn, together with McG Consultants, are delighted that Haleybrooke, an agency that has decades of experience in travel retail and a solid history of strong relationships with duty free customers, has agreed to represent the Penderyn single malt brand in these markets.”

Penderyn is an independent distillery, employing around 50 craftsmen, staff and professionals, and has around 60 shareholders.

Penderyn single malt Welsh whisky is made at the Penderyn Distillery, which is located in the southern foothills of the famous Brecon Beacons National Park in Wales, UK.

Each cask is nosed and tasted individually by the all-female distilling team and the whisky is typically finished in ex-madeira barriques.

Penderyn is now one of the most influential Welsh exports, respecting the long heritage of whisky production and combining this with an innovative approach to distilling, marketing and branding, according to the company.

Patrick Nilson, President of Haleybrooke International, said: “We believe there is a great opportunity for Penderyn whisky from Wales, especially for travel retailers that feature whiskies of the world. Early

discussions with customers have been very positive.”

Roger Thompson, Vice President of Haleybrooke International, added: “Our priorities to start will be the Penderyn Madeira Finish 70cl, which will retail in travel retail at US\$65 and Penderyn Faraday, which will be a travel retail exclusive at US\$75. “

Penderyn has won many awards across its single malt range, including in 2018 two gold medals (one outstanding gold) in the International Wine & Spirit Competition, plus six gold medals in the World Whisky Masters and one gold medal in Spirits Business Asia.

In 2018, one of Penderyn’s special-edition whiskies was named European Whisky of the Year in Jim Murray’s Whisky Bible.