

Kreol Travel Retail named Hunter Laing whisky distributor



Kreol Group CEO Lal Arakulath with the Hunter Laing team

Independent Scotch whisky blender and distiller Hunter Laing has appointed UAE-based Kreol Travel Retail as its distributor for the travel retail channel.

Company Export Director Andrew Laing commented: “We feel this is a significant moment in our growth strategy. We are sure that Kreol will prove to be a great partner in the long term. As we continue to develop our product range, we are sure that there will be significant opportunities to build sales over the next few years and we look forward to building our business with the help of the Kreol management and travel retail team.”

Kreol Group CEO Lal Arakulath said: “We are very pleased to add the Hunter Laing whiskies to our spirits portfolio in travel retail. Over the last few months we have looking closely at the market and we feel that there are important avenues to explore different ways to grow sales in a number of key areas.”

Hunter Laing has been blending and bottling Scotch whisky for three generations. Last month, the company opened its first distillery, Ardnahoe, on the isle of Islay.

Over the past year, the company launched two blended malts, Highland Journey and Islay Journey,

which will form the major part of the company's travel retail offering along with a number of special editions from the Old Malt Cask range.

Kreol Travel Retail is a family-owned SME business based in the United Arab Emirates. It is a division of Kreol Group, a group of companies that has interests in fields ranging from fashion and lifestyle to food manufacturing to distribution and logistics.