

# Loch Lomond reveals travel retail expansion in Europe



Loch Lomond Group has tapped Alan Reid as UK & Europe Brand Trainer and Coordinator to deliver specialist training to duty free retailers

Loch Lomond Group has secured new listings for its Loch Lomond and Glen Scotia Scotch whisky brands across European duty free, including most recently in Germany.

The independent distiller, based in Alexandria, near Loch Lomond, has also secured additional resource focused on the channel with the introduction of a UK & Europe Brand Trainer and Coordinator to deliver specialist training to duty free retailers.

The group's bespoke Loch Lomond Whiskies travel retail range, distilled in Alexandria, first went on sale in 2017 at Glasgow Airport's World of Whiskies store, operated by World Duty Free, before being rolled out across the UK due to its successful introduction.

A year later, the distiller's Glen Scotia travel retail range was launched, enabling duty free retailers to

offer Campbeltown Scotch whiskies to their customers for the first time.

Last September, the group introduced the Littlemill Single Malt Scotch whisky brand to selected duty free outlets as part of the global launch of Littlemill 40 Year Old Celestial Edition.

The brands are listed by many duty free retailers across Europe, including France, the Czech Republic, Poland, Switzerland, Italy, the Nordics, and most recently at Munich Airport. This marks the first German travel retail listing for Loch Lomond's brands.

The expansion across Europe also includes a growing number of listings with airlines such as Thomas Cook.

André de Almeida, Managing Director, Global Travel Retail, Loch Lomond Group, said: "We are extremely proud of the success of our Loch Lomond and Glen Scotia global travel retail collections which have secured a wide range of listings across Europe and beyond.

"Since our global travel retail range became available two years ago, we've experienced strong demand from duty free retailers keen to improve the diversity of their Scotch whisky offer as consumers, in turn, increasingly seek to add to their repertoire of brands purchased whilst traveling.

"We look forward to securing further markets, working with more global travel retail partners in order to provide even more travelers with the opportunity to acquire and enjoy our exclusive travel retail products."

To assist with its growth in the channel, the group recently brought onboard the services of Alan Reid as UK & Europe Brand Trainer and Coordinator.

Reid has experience both in the on-trade as a bar manager and in the off-trade working in airport retail, and is actively engaging with retailers across the channel to provide training and support.