

Edrington Asia Travel Retail sells collection valued at US\$608,000 at the DFS 8th Masters of Wine & Spirits



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The Macallan 72 Years Old in Lalique - The Genesis Decanter (on the left) is the oldest whisky released by The Macallan

Edrington Asia Travel Retail has sold out its entire collection, valued at US\$608,000, at the 8th annual DFS Masters of Wine & Spirits (MOWS). The company said it had generated over US\$3 million in sales through MOWS since the first time it participated in the event in 2011.

The retailer announced this through a press release yesterday (4 April). The 2019 edition of the MOWS was held at Singapore's Infinite Studios on 23 and 24 March. The event showcased 140 of the finest and rarest whiskies, wines, cognacs and champagnes from all over the world. Guests were treated to an immersive experience which included video art installations, digital projections as well as tasting sessions.

At the MOWS, Edrington showcased an array of exclusive products from The Macallan, Highland Park and The Glenrothes - featured for the first time at the event. This included The Macallan 72 Years Old in Lalique - The Genesis Decanter, which was the oldest whisky released by The Macallan, The Macallan Fine & Rare Decades Collection which was specially created for MOWS and the The Macallan in Lalique - The Golden Age of Travel, Motor Car.

Commenting on the MOWS, Marcelo Colombo, Commercial Director, Edrington Asia Travel Retail said: "2019 marks the eighth consecutive year that Edrington Asia Travel Retail has participated in DFS' prestigious Masters of Wines & Spirits event, highlighting the commitment to excellence in luxury spirits which characterises our partnership."

"As a platform for presenting some of our rarest and most exclusive bottlings and underscoring our

luxury credentials, this event continues to go from strength to strength.”