

# Edrington releases exclusive Macallan Aurora Scotch Whisky for Taiwan duty-free operators



Macallan Aurora is a Taiwan exclusive which will be sold at Ever Rich and Tasa Meng from September 2019

Ever Rich has today announced that together with other duty-free operators in Taiwan, it has partnered Edrington to release an exclusive Macallan Aurora Scotch Whisky. Edrington owns The Macallan brand.

The retailer said in a press release that the whisky was inspired by the dawn of the Macallan Manor in the sunrise time. Commenting on the Macallan Aurora, Marcelo Colombo, Edrington Asia Travel Retail Managing Director, said: "The launch of Aurora exclusively in Taiwanese duty free is a natural progression for The Macallan Quest Collection given the line's resounding success in travel retail and brand's popularity in Taiwan. Aurora is the perfect complement to the existing Quest Collection and underlines our commitment to delivering differentiation and excitement within the channel."



Edrington's ambassador Bruce (first from left), Ever Rich Duty Free's Merchandise Vice President Patricia Wang, Edrington Asia Travel Retail Managing Director Marcelo Colombo, Ever Rich Vice Chairman Samuel Wu and Edrington North Asia Travel Retail Sales Manager Dino Tan celebrating the launch of the Macallan Aurora Scotch Whisky

The Macallan Quest Collection is limited to global duty-free channels, while the Macallan Aurora is a Taiwan exclusive. Macallan Aurora is priced USD80 each and will be sold with Ever Rich and Tasa Meng from September 2019.