

New Bowmore 22yo to launch in China travel retail



Only 3,085 bottles of the 22-Year-Old Pedro Ximénez Cask Finish single malt whisky are available

Beam Suntory has introduced Bowmore 22-Year-Old Pedro Ximénez Cask Finish to global travel retail in China. Just 3,085 bottles of the single malt whisky are available exclusively to China Duty Free Group (CDFG) across China.

The limited-edition spirit (48%abv) has been aged for 18 years in a batch of four different types of casks, including butts, barrels and hogsheads, and then enriched for four years in five European oak Pedro Ximénez casks.

Hand-selected by Bowmore Master Blender Ron Welsh, the whisky is described as deep chestnut in color, with exotic fruit and sea salt combining with Bowmore's subtle smoky notes.

Welsh said: "We are excited to add the Spanish flair associated with Pedro Ximénez sherry to the heritage and character made famous by Bowmore to make this perfect combination. I have no doubt that travelers and whisky lovers across China will be pleased to experience this wonderful addition to,"

the Bowmore family.”

Manuel González, Marketing Director of Global Travel Retail for Beam Suntory, said: “We are delighted to launch the Bowmore 22-Year-Old Pedro Ximénez Cask Finish exclusively to global travel retail in China. Combining Bowmore’s smooth quality with the new flavors presented by Pedro Ximénez sherry, this whisky is the perfect example of our commitment to offering consumers the opportunity to get their hands on new and exciting limited-edition products to enjoy.

“The Bowmore 22-Year-Old Pedro Ximénez Cask Finish is a response to market trends which shows that there is a strong preference for smooth whisky in China, with sherry casks from luxury brands proving to be more popular among our target audience than traditionally mainstream alternatives.”

Charles Chen, President of CDFG, said: “We are thrilled to exclusively partner with Beam Suntory to offer our shoppers the brand-new and limited-edition Bowmore 22-Year-Old Pedro Ximénez Cask Finish single malt whisky. We know local passengers will love the opportunity to try the rare combination showcased in this exquisite spirit. CDFG has always had an excellent relationship with Beam Suntory and our partnership will continue to reap rewards for travelers across China for many years to come.”