

# ABERFELDY drives category innovation with exclusive launch at Dubai Duty Free

By **Jas Ryat** on November, 18 2019 | Spirits & Tobacco



Presented in special edition packaging, the ABERFELDY 19YO Exceptional Cask Small Batch is available starting this month at 13 Dubai Duty Free stores across Dubai International Airport

Bacardi Global Travel Retail has partnered with Dubai Duty Free in the launch of ABERFELDY 19YO Exceptional Cask as the latest release from the Exceptional Cask Series of rare, limited edition special finish aged single malts - a range that is invigorating the category through its spirit of innovation, excitement and exclusivity.

This extraordinary small batch whisky has been selected and crafted by Stephanie McLeod, Malt Master, and is blended from just four rare ABERFELDY casks from the cellars of ABERFELDY distillery, founded in 1896. One of the whiskies spends its entire maturation period in an ex sherry cask. The other three, after spending 15 years in refill casks, are then placed into Oloroso sherry casks for four years of additional maturation to develop the subtle sherry influence that adds an extra layer of luxury, respectfully complementing the classic ABERFELDY taste profile of soft fruits, toasted cereals and smooth honey aromas.

Available starting this month at 13 Dubai Duty Free stores across Dubai International Airport, ABERFELDY 19YO Exceptional Cask Small Batch is exhibited in special edition packaging, including bottle numbering, that celebrates its exclusivity and provides an exciting proposition for single malt

connoisseurs and collectors, as well as enticing new generations of adult whisky drinkers. In a further celebration of the ABERFELDY heritage that will intrigue and delight whisky lovers, one of the actual sherry casks used in the aging will travel from the ABERFELDY distillery to Dubai as part of an in-store sales presentation in December, sharing the historic craft, texture and aroma of the ABERFELDY aging process.

As the world's fastest growing single malt, ABERFELDY was listed as the tenth-largest single malt in global travel retail (IWSR 2018), having accelerated year-on-year from 18th position in 2013. Maintaining the ongoing commitment to age statements at a time when many are disappearing from labels, ABERFELDY is continuing to release liquid with guaranteed age statements, which are perceived as a key purchase motivation in travel retail and a driver of category growth.

Sandeep Chugh, Regional Manager, Middle East and Africa, Bacardi Global Travel, comments: "The ABERFELDY Exceptional Cask 19YO Sherry Finish is a truly remarkable addition to the Exceptional Cask Series and we are delighted to partner with Dubai Duty Free in bringing this limited edition to DXB. The Exceptional Cask Series, inaugurated in May 2018, has injected prestige and credibility, helping make travel retail an essential destination for those seeking award-winning quality, aged heritage and rarity among the world's very best aged Scotch whiskies.

Over the past year-18 months the powerful surge by ABERFELDY in sales across Europe and Asia has demonstrated the brand's exceptional ability to innovate with new launches that engage and convince the sophisticated whisky shopper and I am confident that the launch of ABERFELDY Exceptional Cask 19YO Sherry Finish at Dubai Duty Free will further consolidate that success."

Colm McLoughlin, Dubai Duty Free Executive Vice Chairman & CEO, shares: "Dubai Duty Free is determined to offer our guests the very best shopping experience and we are delighted to partner with Bacardi Global Travel Retail in presenting the ABERFELDY Exceptional Cask 19YO Sherry Finish as an exclusive in our stores. This is an exciting launch that will not only attract whisky collectors and connoisseurs, but also provides a stunning gifting opportunity, available only at Dubai International."