

World's first bottle of Chivas Regal The Icon available at DDF

By **Wendy Morley** on May, 7 2015 | Spirits & Tobacco



Chivas Regal, one of the world's best-known luxury whiskies, launched its new symbol of luxury: Chivas Regal The Icon, at Dubai Duty Free (DDF) this week with an official ribbon-cutting ceremony at Dubai International Airport Terminal 1. This inaugural edition will be available exclusively at DDF from May until September, 2015, at which point it will roll out globally.

Colin Scott, Chivas Regal's Master Blender, commented: "Chivas Regal The Icon is a truly exquisite blend - perfectly smooth with an intense concentration of sumptuous flavours that develop into an exceptionally long, lingering finish. I am proud to present this luxurious expression of the Chivas Regal house style to you." Exceptional character, an incredibly long and luscious finish, rich notes of honey, vanilla and dark chocolate are balanced by subtle hazelnut influences from the cask, delivering a long and luxurious finish in the smooth Chivas house style.

Guests at the launch ceremony included Laurent Lacassagne, Chairman and CEO Chivas Brothers; Colin Scott, Chivas Regal Master Blender; David Freeborn, Managing Director Pernod Ricard Gulf and Colm McLoughlin, Executive Vice Chairman of Dubai Duty Free.

At the event, Lacassagne said: “Chivas Regal The Icon furthers our offering within the ultra-prestige segment. We are thrilled to be launching this unique blend at DDF as it provides the perfect positioning for us to meet increased consumer demand for luxury whisky.”

Colm McLoughlin noted: “We are delighted that Dubai Duty Free was selected as the platform for this exclusive launch of Chivas Regal The Icon. Our customers travel from all over the world and for them to have the chance to purchase this unique blend is very much in line with our commitment to showcase the best brands and products in the world.”