

Drake's Virginia Black lands in Dubai Airport at Le Clos

By **Hibah Noor** on September, 9 2019 | Retailers



Virginia Black seeks to redefine the premium whiskey category, bringing in both seasoned enthusiasts and those new to the liquid with its “hints of glamor, swagger and soul”

Le Clos, the award-winning fine wine and luxury spirits retailer at Dubai International airport (DXB), has announced the Middle East launch of Virginia Black, the premium whiskey brand by platinum-selling recording artist Drake and spirits connoisseur Brent Hocking.

Virginia Black is built on shared passions of style, music and the pursuit of fresh and dynamic tastes. Through the partnership, Virginia Black seeks to redefine the premium whiskey category, bringing in both seasoned enthusiasts and those new to the liquid with its hints of glamor, swagger and soul, Le Clos said.

Virginia Black has consecutively been voted one of the top spirits in the world since conception, taking the premium bourbon brand closer to its aim of capturing shares of both the whiskey and Cognac markets.

Made from high-rye mash bill with sweetness and a hint of spice, Virginia Black can be enjoyed neat, on the rocks, or in a cocktail.

It can be found at Le Clos outlets located throughout Terminals 1 and 3 at DXB or online at leclos.net,

retailing at US\$56.

To celebrate the launch at Le Clos, everyone who purchases a bottle before October 31, 2019 will go into the draw to win a signed bottle by Drake.