

# “A driving force in Single Malt”: Whyte & Mackay returns to TFWA Asia Pacific



Jura introduces its travel retail-exclusive Jura Islanders' Expressions No.4

Underlining its position as a driving force in the Single Malt category, Whyte & Mackay will showcase a selection of new and innovative releases from across its portfolio – with a focus on shopper insights to drive penetration and conversion – at the 2025 TFWA Asia Pacific Exhibition in Singapore (Basement 2, Stand Number 2).

The region continues to dominate sales of GTR spirits in the Prestige/Prestige Plus category, with the Asian travel retail channel accounting for a 59.4% share of the single malt Scotch whisky category (source: IWSR Beverage Alcohol in GTR 2024).

China remains a key focus for Whyte & Mackay, with much potential still to explore. According to m1nd-set, Chinese nationals spend twice the global average in duty free, with staff interaction playing a crucial role in influencing purchase decisions among Chinese travelers.

In addition to China, other key markets in the region include India and Singapore, with Indian consumers in particular becoming increasingly affluent, possessing strong purchasing power and a preference for quality products such as malt whisky.

To further leverage opportunities, Whyte & Mackay will continue to collaborate with its retail partners to attract more consumers to the category, sharing its understanding of what shoppers are looking for and how to convert them to purchase in travel retail. Enhanced storytelling, interactions with knowledgeable staff, and Brand Ambassadors have all been identified as vital elements in this process.

## Diverse and sought-after portfolio

According to Whyte & Mackay, the Single Malt category has outperformed the spirits sector over the past five years, and Single Malt Scotch whisky is the No.1 alcohol category purchased in travel retail. With its portfolio of exceptional Single Malts - The Dalmore, Jura, Fettercairn and Tamnavulin - Whyte & Mackay continues to grow strongly, generating significant share gains.

The engine of this growth is the company's diverse and sought-after portfolio, which features brands that appeal to distinct shopper demographics. Given the value of the Single Malts shopper, Whyte & Mackay is confident there are plenty of further lucrative opportunities to exploit.

Janice McIntosh, Marketing Director UK, Europe and GTR, said, "There is strong consumer demand for innovation with travelers seeking new and unique products. Shoppers expect a choice at different price points, so ensuring multiple price tier options to take advantage of trade-up opportunities is a key part of our strategy, with aged statements and trusted brands becoming increasingly important."



The Dalmore is a key brand in the Whyte & Mackay portfolio

The Dalmore is the fastest growing luxury brand 2019 to 2023 (volume CAGR +9.3%, source: IWSR) with a strong demand for new products. A number of new releases will be unveiled this year, with a particular focus on Asia.

These launches include Year 2 of The Dalmore Portfolio Series, which will be introduced in global travel retail exclusively with Singapore Changi Airport in September. The Dalmore Luminary Series-No.3 2025 Edition will also be launched in GTR with Lotte Duty Free with exclusivity in June. Later this year Whyte & Mackay will unveil the third release of The Dalmore's prestigious, limited-edition Cask Curation Series, and a new travel retail exclusive collection of whiskies.

In addition, at the Singapore show Whyte & Mackay will preview a new travel retail exclusive range

from the UK's No.1 Single Malt brand Jura (source: Nielson). It will also present Jura Islanders' Expressions No.4, the latest release in the highly sought-after series that celebrates the creativity on Jura, and taps into consumer demand for brands with a strong story and purpose.

This fourth expression celebrates the island's award-winning gardener and distillery employee Neil Cameron, with beautifully designed, eye-catching packaging that brings Neil's creativity and passion to life. The whisky-making team have chosen a finish in Madeira Malvasia - which is a first for Jura - to perfectly accentuate the fruity and balanced Jura house style. Jura Islanders' Expressions No.4 continues the collection's mission of underlining that Jura is 'More Than A Whisky'. Made by a Scottish island community at a beachside distillery, and perfect for sharing and bringing people together, Jura Islanders' Expressions No.4 gives travelers the chance to try something special, and taste island life in every sip.

"For us, the TFWA Asia Pacific show is a key opportunity to meet with and listen to our travel retail partners, and work collaboratively in order to unlock further growth within the category," McIntosh added.

"We continue to develop our product portfolio with new and innovative releases, to create engaging in-store experiences and to keep our offer compelling for all industry stakeholders. We are especially thrilled to be previewing our new launches from The Dalmore, which highlight how we continue to advance our premiumization efforts, and build our brand presence through powerful story-telling."