

Ardbeg debuts in travel retail with exclusive series



Moët Hennessy has partnered with Dufry and Heathrow Airport to unveil Ardbeg Smoketrails Manzanilla Edition in a disruptive pop-up located at Terminal 5

[Ardbeg](#) has announced the launch of its first ever series of whiskies exclusive to travel retail: Ardbeg Smoketrails. The collection will offer a chance for whisky-loving travelers to "take their palate on a journey," exploring the influence of different casks from around the world and the signature Ardbeg style.

The Islay Distillery's first release in the new series, Ardbeg Smoketrails Manzanilla Edition, marries malt matured in classic Ardbeg American oak casks with Manzanilla sherry casks from Sanlúcar de Barrameda on Spain's Atlantic coast. The result is a salty, maritime character combined with a powerful blast of classic Ardbeg smoke.

A travel retail exclusive, smoky malt fans will only find bottles of Ardbeg Smoketrails at international travel hubs and select airports worldwide, as well as the self-described ultimate tourist destination: Ardbeg Distillery.

"For each Smoketrails release we'll pack our suitcase and zig zag across the globe in search of new flavour adventures - in this case, to the Spanish coast for the finest Manzanilla casks.

"With a unique batch code on this and future bottlings, we hope Ardbeggians will jump at the chance to get their hands on this delectable, collectable dram when they are on their travels," says Colin Gordon, Manager at Ardbeg Distillery.

"In Ardbeg Smoketrails Manzanilla Edition, salty sea spray and deep, nutty notes mingle with pungent aromas of soot, dark chocolate and Brazil nuts. Clouds of pine and fennel fill the senses with notes of saddle soap and aniseed trailing gently behind. All I have to say to anybody who lays their

hands on a bottle is... get ready for a smoky blast," adds Dr. Bill Lumsden, Master Distiller at Ardbeg Distillery.

Disruptive Ardbeg pop-up at Heathrow

Moët Hennessy has partnered with Dufry and Heathrow Airport to unveil Ardbeg Smoketrails Manzanilla Edition in a disruptive pop-up located at Terminal 5. The pop-up will run from October 5 to November 30.

Travelers can embark with Shortie on a high-flying interactive experience across the globe, a journey through the fantastic Ardbeg Smoketrails universe searching for the best casks – the first stop is in Spain.

A choice between specially curated cocktails or tasting neat and pairing with premium sea salt chocolate echoing the hints of salinity and chocolate of the Manzanilla edition awaits their palate. A collector bandana is to be had by the lucky few.

"Ardbeg Smoketrails Manzanilla Edition is the first release of a new collection of whiskies exclusive to travel retail, each with a unique cask origin reflecting the travel universe. Limited batches will excite whisky lovers who will most likely buy a bottle to taste and one to collect," comments Laurent Boidevezi, President Moët Hennessy Asia Pacific, Travel Retail & Private Sales.

For more news on this series and all things Ardbeg, lovers of smoky single malt can join the Ardbeg Committee online. Membership is free and all Ardbeg fans are welcome.