

Balvenie releases 3 new cask-finished whiskies, 2 are TR exclusives



Both GTR expressions will be listed by all key retailers with brand activation support through major airports including Hainan, Seoul Incheon and Jeju Taoyuan in Asia. In Europe, a number of HPP's have been agreed with Heinemann for airports including Amsterdam Schiphol, Frankfurt, Berlin, Budapest, Copenhagen, Vienna and Munich

The Balvenie distillery has unveiled three new cask-finished whiskies to feature in its Cask Finishes range. Two will launch exclusively in Global Travel Retail on April 1. These new expressions feature Malt Master David C. Stewart MBE's pioneering finishing process now celebrated across the whisky world.

The GTR-exclusive expressions feature finishing casks from Madeira and Pedro Ximénez from Jerez. For the first time in the distillery's 129 years history, the domestic expression features Pineau from the French Charentes vineyards.

David Stewart MBE, The Balvenie Malt Master, commented: "It is no secret that I enjoy sweet wines like Madeira and when introduced to Pineau I was instantly impressed by the flavour profile and interested to see what these casks would bring to The Balvenie."

Charles Metcalfe, Global Brand Ambassador for The Balvenie, commented, "Pineau casks are very rarely seen in the Scotch whisky industry and they have paired with the Balvenie spirit perfectly, adding orchard fruits and a citrusy zing. The extra sweetness and richness from the Pedro Ximenez

cask adds a lovely rich weight to the palette of our 18 Year Old, with all of those delicious dark fruits coming through.”

“We’re delighted to be launching The Balvenie Cask Finishes Range with two exclusive editions for Global Travel Retail,” says Lindsay Hitzeroth, WG&S Head of Customer Marketing, GTR. “The channel has always been about discovery, offering consumers the opportunity to find something new and different, yet with the confidence of brand knowledge and integrity. As travel now begins to show real recovery in the aftermath of Covid, we will continue to inspire and engage consumers with The Balvenie 15yo Madeira Cask and 18 yo Pedro Ximénez Cask, both delivering the quality of liquid and iconic appeal that luxury shoppers will be searching for.”

The travel retail Cask Finishes range now includes:

- Madeira Cask 15 Year Old - NEW
- Pedro Ximénez Sherry Cask 18 Year Old - NEW

The Madeira Cask 15 Year Old is a lively and summery Single Malt finished in casks which previously held sweet Madeira wine. Having used casks from the volcanic island for older expressions in the past, a recent holiday there reignited David Stewart’s passion for Madeira’s versatile dessert wine and complex casks. Throughout the cask’s journey they were exposed to the heat of the sun, naturally sweetening wine it held, leading to the creation of this light, lively yet characterful whisky.

The second sherry finish for the Cask Finishes range is The Balvenie Pedro Ximénez Cask Aged 18 Years. The sweet wine from the much-loved Pedro Ximénez casks gets its intensity from the sun ripened vines making it the perfect sweet fusion for The Balvenie’s signature honeyed core. Whilst Sherry is a popular cask type in Scotch, this is only the second time The Balvenie has used it in their range of finishes.