

# Bowmore launches The Changeling edition and embraces storytelling



## Bowmore The Changeling 33-YO expression

Bowmore has unveiled The Changeling, a pair of brand-new single malts imagined by graphic artist Frank Quitely and created in collaboration with [Bowmore's](#) Master Blender, Ron Welsh. This edition is exclusively available in global travel retail at select hubs.

Following the success of the first edition, Quitely has captured the essence of Islay from the shores of its remote island home and reinterpreted some of the most captivating myths and legends through his inspiring creative lens made famous in the worlds of Marvel and DC Comics.

For the Bowmore The Changeling edition, the story begins long ago on the Rhinns of Islay and is based on folklore involving a narrow escape of father and son. Central to the story is the transformation of the lives and livelihoods of the two.

Bowmore The Changeling features two multi-dimensional whiskies aged 22-YO and 33-YO. Travelers can purchase this limited-edition series at outlets across Hainan Downtown and airport stores including Paris, Istanbul, Frankfurt, Amsterdam, Vienna, Munich, Berlin, Hong-Kong, Macau, Dubai, Singapore, Seoul, Taipei, Bangkok, London Heathrow and New York.

The 22-YO expression begins its journey from water to whisky as the spirit is nurtured in American 1

Oak hogsheads for 20 years, creating the signature style of Bowmore. Following two years of further maturation in white port casks, a style of maturation known for its light floral, the transformation was complete.

The result is a distinctive and powerful character offering up a parade of white flowers, peaches and lemongrass which levitate from the glass. Floral notes meld with meadow honey, stewed fruit and figs conveying the mythical Fairy Hill at the heart of its story. These ethereal notes are transformed by the appearance of peat smoke, iodine and minerality that transfix the senses. The unmistakable notes of Bowmore's subtle peat smoke, brine, salt, and spice hark to the Smiths' forge, lingering on the palate.

The "exquisite" 33-YO is a rare single malt that has undergone a transformation of its own. Following 31½ years in American Oak hogsheads ex-Bourbon casks, it completed its journey in Tawny Port casks, bringing a rich style of maturation to the fore defined by stewed fruit and spice notes to add a rich and mesmerising depth. An intriguing collection of meadow flowers, peaches, plums and summer grass ascend from the glass, while floral notes merge with stewed figs, port and wisps of peat to captivate the senses. Peat smoke, iodine and minerality bring striking dimensions to the character yet ground it firmly amongst the classic notes of Bowmore.

"Taking this story of transformation as the inspiration, we've brought together different maturation styles to shape the character of each of these exquisite expressions. The choice of port casks to add a distinct dimension to their characters is an intentional, and vital, part of the creative process. Keeping the story firmly front of mind, the whisky tells its own story, defined by intriguing flavors and aromas which bring the story to life and immerse the senses," says Welsh.

"We are very excited to continue bringing to life the legends from Islay and Bowmore and after success of the first edition No Corners to Hide, we're delighted to launch Bowmore The Changeling exclusively to global travel retail. The award-winning Frank Quitely has once again captured the rich history of Bowmore and brought the myths and legends to life in the same vein as he did with the immense Marvel and DC Comics. The Frank Quitely collection continues to demonstrate our commitment to offer our customers consumers incredible exclusive collectible opportunities across our portfolio," adds Manuel González, Marketing Director of Global Travel Retail at Beam Suntory.

"To continue to tell these incredible stories through such awe-inspiring and special whiskies is both hugely exciting and rewarding for me. We started from a different place this time, with a very different narrative to bring to life but I needed to make sure this was an evolution from No Corners to Hide. The whiskies themselves are captivating and it's vital to me that I do them justice in my work," comments Quitely.