

Bowmore releases Lunar New Year GTR range



The 18-Year-Old Bowmore Lunar New Year is available exclusively in global travel retail

Bowmore® Islay Single Malt Scotch Whisky has announced the release of its new Lunar New Year range, featuring designed packs from one of the world's oldest Scotch maturation warehouses.

According to the brand, the 18-Year-Old Bowmore Lunar New Year is balanced with a dignified maturity through time well spent in the depths of the finest Oloroso and Pedro Ximénez Sherry casks. "Bottled at a strength of 43%, Bowmore Lunar New Year offers aromas of rich dark chocolate, treacle toffee and date oil," reads the press release.

To unite the combination of Bowmore and the Lunar New Year, the illustrated boxes will focus on "reunions" and align with what the Lunar New Year represents. Lunar New Year encourages celebrations and highlights the importance of connecting with loved ones, and Bowmore offers the

experience of coming together and sharing in each other's company over an exceptional drink.

2022 is the Year of the Water Rabbit and with Bowmore's years of history and tradition stemming from the shores of Islay, there is a perfect match between the two worlds.

The design includes an illustration of the Bowmore distillery "sitting atop a swell of waves, and key elements such as barley, casks, and peat smoke all representing the features that define Bowmore whisky." The design also features the Water Rabbit in a dynamic way, with the style taking inspiration from traditional brushstrokes of Chinese paintings with a focus on flow and fluidity.

The 18-Year-Old Bowmore Lunar New Year is available exclusively in global travel retail at duty free stores in China, Korea, Hong Kong, Taiwan, Singapore, Thailand and Malaysia at an RRSP of \$145.

"We are thrilled to unveil the 18-Year-Old Bowmore Lunar New Year Limited Edition exclusively to Global Travel Retail across Asia for a second year in a row. Lunar new year and journeys are inextricably linked - as millions around the world embark on a journey home to be reunited with loved ones. We wanted to make sure that shoppers could find in Bowmore the perfect match and the perfect gift for these celebrations," says Manuel González, Marketing Director of Global Travel Retail at Beam Suntory.