

Brown-Forman presents super premium whiskey portfolio at TFWA Asia Pacific



The Woodford Reserve pop-up Sensory Lounge

Spirits company [Brown-Forman Corporation](#) is introducing visitors to its portfolio of American whiskeys, Scotch malts and travel retail-exclusives at TFWA Asia Pacific in Singapore, with a two-storey pop-up space spanning more than 200 square meters.

According to the company, the journey begins with the iconic whiskey from Tennessee, Jack Daniel's, named the world's most valuable spirits brand by the leading brand consultancy Interbrand in its "Best Global Brands 2022" report. Complementing the flagship brand Jack Daniel's Old No. 7 will be the new, ultra-premium expression Jack Daniel's American Single Malt, a GTR exclusive expression, which will hit shelves in the second half of this calendar year. Further GTR exclusive highlights, reflecting the continuing consumer demand for super premium whiskey, will be the Jack Daniel's Tennessee Travelers series with Sweet & Oaky and Bold & Spicy, a limited edition only recently available in Asia, and Jack Daniel's Single Barrel 100 Proof.



From left to right: David Rodiek, Vice President, Managing Director GTR; Dreamy Zhou, Senior Manager APAC GTR; Stéphane Morizet, Marketing Director GTR; Lisa O'Reilly, Finance Director GTR; and Oscar Camargo, Director EMEAI GTR

The Woodford Reserve pop-up Sensory Lounge is welcoming visitors on the same level of the Brown-Forman exhibition stand. It is a smaller replica of the pop-up Sensory Lounges launched at Charles de Gaulle Airport in Paris in 2022 and just recently at JFK International Airport in New York. Visitors can expect tasting experiences of Woodford Reserve's portfolio, including high-end limited releases of fine bourbon such as the Master's Collection.

From the Woodford Reserve experience area, the journey continues to the upper floor with a presentation of the Scotch single malts: Benriach, The GlenDronach, and Glenglassaugh. Benriach and the recently launched GTR exclusive Benriach range with the specialties Benriach Quarter Cask, Benriach Smoky Quarter Cask, Benriach Triple Distilled Ten YO and Benriach Triple Distilled 22 YO are starring the presentation. Visitors can also catch a first glimpse of the latest GTR exclusive and strongly limited Benriach The Forty Octave Cask Matured. It is the ultimate expression of Benriach, matured with creative consideration and based on decades-old craftsmanship, ingenuity, and an openness to embracing the unconventional when it comes to whisky-making.

"We are pleased to showcase an exclusive selection of our super-premium brands to our business partners and visitors in our enlarged space at TFWA, offering opportunities for personal interaction while exploring our brands," said David Rodiek, VP, Managing Director Global Travel Retail Brown-Forman and member of the TFWA management committee representing wine/spirits/non-alcoholic beverages and part of the marketing sub-committee.

Grant Shearon, Advocacy and Development Manager at Brown-Forman ANZPI and Stuart Fear, Scotch malt expert and Brown-Forman Regional Brand Ambassador Asia, invite visitors to a unique taste

experience across the Brown-Forman GTR portfolio. In addition to the American whiskeys and Scotch malts, Brown-Forman will feature Slane Irish Whiskey, the tequilas Herradura and el Jimador, Fords Gin, and the most recent acquisitions Gin Mare, the world's No. 1 ultra-premium gin, and Ron Diplomático, the world's No. 1 super- and ultra-premium rum.