

Chivas adds GTR exclusive whisky to Extra 13 Collection



Chivas's Extra 13 Irish Whiskey Cask expression

Blended Scotch whisky brand [Chivas](#) has expanded its Extra 13 collection with a new expression selectively finished in Irish whisky casks.

According to the company, the new whisky becomes the first Scotch in the Chivas portfolio to be finished in Irish whisky casks and joins five other unique expressions in the range selectively finished, or matured, in casks that previously held American Rye, Rum, Tequila, Oloroso Sherry, and Bourbon.

The new expression delivers a smooth and sweet finish intertwined with subtle spice, giving fresh red apple and cream soda on the nose, complemented by set honey on the palate.

Sandy Hyslop, Director of Blending at Chivas, said, "We are very excited to be adding another expression to our Chivas Extra 13 collection. After the success of the previous expressions in the range, we felt the time was right to bolster the collection with a new variant selectively finished in Irish whisky casks. At Chivas, we believe that blended is better and this is perfectly demonstrated through the unique and experimental Extra 13 range, which is pushing the boundaries of traditional Scotch whisky."

Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail, added, "We are thrilled to launch the new Chivas Extra 13 Irish Whiskey Cask expression, exclusively for travel retail customers globally. The first of its kind blend includes Scotch heritage with the rich elements of Irish whiskey casks, offering shoppers and collectors a unique taste experience."

The Extra 13 collection is inspired by pioneering whisky blenders and founding brothers James and John Chivas who imported rums, exotic spices, and luxury food items from across the globe to their emporium at 13 King Street, Aberdeen.

The new Chivas Extra 13 Blended Scotch whisky selectively finished in Irish Whiskey Casks will be launching exclusively through global travel retail. From July, the expression will launch in the Gulf and India, EMEA and Pacific, and will be rolled out to all other markets by next summer.