

# Chivas Regal introduces TR exclusive Wine Cask Series



The Margaux Cask Finish Edition is the first in the Chivas 18 Wine Cask Series

Chivas Regal is launching a limited-edition blend of Chivas Regal 18 Year Old. Available exclusively in global travel retail, the Margaux Cask Finish Edition is the first in the Chivas 18 Wine Cask Series that have been blended and finished in “carefully selected high end casks,” reads the press release.

The series is designed to magnify the key flavour notes of the original Chivas 18 and is the result of expert blending by Chivas’ Master Blender, Sandy Hyslop, and his team. The finishing from the Grand Cru Margaux Wine Cask beautifully magnifies the notes of luscious red fruits and subtle sweetness of Chivas 18 Whisky - an indulgent and intense magnification of the best that Chivas 18 has to offer.

The exquisite blend boasts a deep amber hue and is bottled at a special strength of 48% ABV to

further concentrate the flavour notes.

Liya Zhang, Vice President of Marketing at Pernod Ricard Global Travel Retail, said, "We're seeing a strong trend for premiumization within the channel, and this new series fits perfectly within this segment. We hope shoppers will be as excited as we are about these limited editions, which blend Chivas' iconic craft appeal with something a little bit different and special. The sophisticated bottle design adds to the luxury feel, making it perfect for travellers looking for a unique gift to share with family and loved ones, or simply treat themselves."

Sandy Hyslop, Chivas Master Blender, said, "Every Chivas Regal whisky has its own unique formula and is a selection of many aged malt and grain whiskies, each with their own character, flavour and individual taste. This beautiful new expression compliments and elevates the classic, and world renowned, Chivas flavours perfectly through a full finish in outstanding Margaux wine casks. This beautiful new 18 year old expression brings rich, fruity flavour notes reminiscent of homemade raspberry jam followed by runny golden honey and balanced by soft red toffee apples with an incredibly long finish."

The limited edition is available now in Global Travel Retail, priced at US\$137. The next iterations of the Wine Cask series will also only be exclusively available in Global Travel Retail.