

# Dewar's Double Agent 16yo launches at Munich Airport with Eurotrade



The launch of Dewar's Double Agent 16yo at Munich Airport

Bacardi Global Travel Retail has partnered with Eurotrade, the retail subsidiary of Munich Airport, for the launch of Dewar's Double Agent 16yo.

Prominently located within the My Duty Free store, Bacardi has engaged and recruited whisky shoppers from around the world, during the airport's busiest time of the year with the extended Oktoberfest period, with the latest innovation from the Dewar's portfolio. Dewar's is the world's most awarded blended Scotch Whisky and the 5th largest blended scotch brand in GTR, growing at 35% in value YoY (IWSR 2021 vs 2020).

Sam Pickard, Director Europe, Bacardi Global Travel Retail said, "Dewar's is on a mission to disrupt and bring excitement to the whisky category for new and existing whisky appreciators. We want to make moments matter for our consumers with innovation across our portfolio and also in the quality of the experiences and discoveries they can enjoy on their travels. Helping consumers celebrate the Oktoberfest season at Munich has been a perfect opportunity for us to give DEWAR'S Double Agent 16yo a strong start for its launch in the German market and to international passengers travelling through Munich airport."

Eurotrade Director Purchasing & Category Management at Munich, Nils Schirmer said, "We want passengers traveling through Munich Airport to know they will always find fantastic retail experiences and great product discoveries. This collaboration with Bacardi Global Travel Retail has been very

successful."

First launched in Global Travel Retail earlier in 2022 Dewar's Double Agent 16yo is central to the ongoing mission from Dewar's to disrupt the blended malts category with progressive innovation to appeal to new whisky appreciators.

With a nod to its name and embracing the innovative and curious side of Dewar's, the special blend in Dewar's Double Agent 16yo brings together a surprising duo of casks, in Jerez Sherry and Islay Malt Whisky, to create both sweet and smoky flavor profiles in one. This pairing enhances and amplifies the flavors of dried fruit, citrus, smoke and black pepper, balancing the two bold casks finishes to create the perfect harmony of one blend.

Selected malt whiskies and finest grain whiskies are aged separately in oak casks for a minimum of 16 years. Following maturation, the whiskies are blended and aged once again in oak casks. On completion of the signature Dewar's double aging process, the whisky takes a radical new direction and is separated into two batches.

One batch is then finished in sweet Oloroso sherry casks and the other in smoky, peaty Islay casks. The final stage is where the art of blending really comes into its own, bringing these two liquids together, to create two interpretations, depending on the palette - a deliciously sweet whisky with secret smoky notes - or a smoky whisky with hidden sweet notes.

Dewar's Double Agent 16 Years Old: 40% ABV, 100cl. Price: US\$70