

# Dewar's Double Double 37 debuts exclusively with Lotte at Changi Airport



The whisky will be available for purchase through May and June 2023

[Bacardi](#) Global Travel Retail has launched [Dewar's](#) new Double Double 37-Year-Old expression at [Changi Airport](#), in partnership with [Lotte Duty Free](#), during a two-month world exclusive in May and June 2023.

The launch is supported by an immersive pop-up brand discovery experience in Terminal 1, where the spotlight is on the 37-Year-Old, with other age statements also featured in the space. Dedicated retail ambassadors are on hand to guide and educate travelers as they explore the age statements and their individual profiles with vapor and whisky samplings available. Travelers can then go into the Lotte store to purchase from the range.

According to the company, the Double Double 37-Year-Old expression has been created to appeal to whisky tastemakers seeking a more progressive approach to aging and taste in malt whisky. The release is the oldest and most premium blended malt whisky expression from Dewar's, and the first selection in Global Travel Retail (GTR) from the new Dewar's Prestige Collection of limited-edition, extremely rare whiskies. Under the guidance of Stephanie Macleod, Dewar's Director of Blending, the collection celebrates the regional flavors of Scotland and the 37-Year-Old is an homage to the region of Speyside.

The layered complexity and smooth flavor profile of Dewar's Double Double 37-Year-Old is the result of careful nurturing in a four-stage aging process. The single-malt whiskies are aged in oak casks for 37 years and then expertly blended together, filled into casks and returned to the warehouse. The blended malt whisky is then married together with Dewar's Double Double 36-Year-Old, a previous release finished in Madeira casks which is now 37 years old. The resulting blend is then filled into casks and once again returned to the warehouse. After another month, the final stage begins. The blended malt is filled into ex-Spanish Oloroso sherry casks that previously held Aultmore whisky. The final blend is then finished for a period of time until its flavor profile has reached an optimal level.

According to IWSR, single malts account for 28% of travel retail whisky sales, second only to blended whisky at 51%.

Gaurav Joshi, Regional Director Asia Pacific, Bacardi Global Travel Retail, said, "We are thrilled to present the world debut of Dewar's Double Double 37-Year-Old in travel retail, a market highly valued by Bacardi as a luxury shop window for our premium brands. We are especially delighted to partner with Changi Airport Group and Lotte in one of Asia Pacific's most luxury whisky locations with a shared ambition to bring innovation to the prestige whisky category with new excitement and discoveries. Our purpose at Bacardi is making moments matter for our consumers and we are investing in this launch to do just that for progressive whisky explorers on their travels.

"The release of Dewar's Double Double 37-Year-Old plays an important role in our drive to further premiumize Dewar's in travel retail where, building on its strong track record of year on year growth, we still have a huge ambition to take it even further. Malt whisky continues to grow its overall share of whisky sales in global travel retail and we are convinced that Dewar's Double Double 37-Year-Old will appeal strongly to tastemakers – those discerning, high-spending whisky drinkers who are keen to

discover something radically different in terms of aging and taste.”