

Glenfiddich and The Balvenie headline William Grant & Sons' TFWA Asia Pacific offer



William Grant & Sons is set to make a standout presence at the forthcoming TFWA Asia Pacific event

William Grant & Sons is set to highlight two iconic Scotch whiskies, the Glenfiddich Perpetual Collection and The Balvenie, at next week's TFWA Asia Pacific Exhibition in Singapore.

The company's high visibility stand (Basement 2, N19) will also feature Hendrick's Gin and Monkey Shoulder whisky, alongside recent portfolio additions, UK ultra-premium gin Silent Pool Gin, and the newly launched blended Scotch whisky Wildmoor. Wildmoor marked its debut in duty free this month with the introduction of two travel retail exclusives (Waking Forest 23 Year Old and Tropical Coast 30 Year Old) in addition to the 40 year old Black Mountain, via a high-profile activation in Singapore, in partnership with Changi Airport group and Lotte Duty Free.

William Grant & Sons' team at the TFWA Asia Pacific Exhibition will be led by the company's new Managing Director - Global Travel Retail Rufus Parkinson and Regional Director of GTR APAC Alexander Carroll.

"I am excited to head to Singapore for this fantastic event as one of my first major assignments alongside our Asia Pacific team, and at a time where passenger traffic recovery in the region is gathering momentum," Parkinson said.

"Asia Pacific is a key focus for us, underlined by the commitment we have made, and will continue to make with high-profile airport activations in the region. We are looking forward to connecting with our partners to share more about these exciting opportunities and jointly bringing to life our brands to delight travelers in Asia Pacific airport retail."

An on-stand 'happy hour' session will be hosted by Jyri Pylkkanen, William Grant & Sons Regional 1

Brand Ambassador, Malts, between 5pm and 7pm on Tuesday May 14. Throughout the Singapore show, cocktails will be served from its bar to visitors, offering tasting opportunities for each of the key brands.