

Ian Macleod Distillers innovates in three categories



Edinburgh Gin is a star attraction on Ian Macleod Distillers' Cannes stand as a new Orange & Basil flavor is introduced

Ian Macleod Distillers brings excitement to TFWA World Exhibition this year with innovation across three spirits categories: gin, malt and blended whisky (Stand: Red Village K22).

The company unveils a range of premium spirits at the Cannes fair for 2023, including a new Edinburgh Gin Orange & Basil flavor, showcased alongside full-strength gins and gin liqueurs.

Ian Macleod Distillers Global Travel Retail Director William Ovens says, "Travel retail remains highly strategic for Ian Macleod Distillers as is demonstrated by our many channel-specific innovations created for 2023. We look forward to reconnecting with our customers, forging new relationships and celebrating the return in traveler numbers and improving fortunes for the channel.

"TFWA Cannes is as important as ever for our business and it's exciting to be going back in a new, larger, stand space. We are also proud to be the gin sponsor at the Frontier Awards. We look forward to sharing a range of delicious Edinburgh Gin serves, including the new Orange & Basil expression, with our industry friends."

Center-stage at Cannes in the blended Scotch portfolio is the repackaged King Robert II, which is the number one selling, value blended Scotch in global travel retail.

On show are three new blends, including its first age-statement whiskies. King Robert II 8 Years Old is a travel retail exclusive.

In its malts portfolio, the company launches Shieldaig American Oak Reserve, a new triple cask matured expression. Dubbed accessible and affordable, this Highland single malt is presented in striking packaging.

The portfolio also includes The Six Isles, a blended malt combining single malts from six key whisky-producing islands: Skye, Arran, Mull, Islay, Orkney and Jura.

Still under wraps is the launch of a contemporary Speyside single malt. Details will be revealed at the show.

Ian Macleod Distillers is also displaying its full range of single malts, including Glengoyne Highland Single Malt, Tamdhu Speyside Single Malt, Smokehead Islay Single Malt and Rosebank Lowland Single Malt.