

Ian Macleod Distillers introduces "As We Get It" into GTR



Ian Macleod Distillers' cask-strength Scotch whisky "As We Get It" Highland Single Malt

Ian Macleod Distillers is expanding its portfolio in global travel retail with the introduction of its cask-strength Scotch whisky, "As We Get It" Highland Single Malt. This forms part of Ian Macleod Distillers' new GTR Exclusive Speciality Malt Collection, which also includes The White Cask Speyside Single Malt, Shieldaig Highland Single Malt and The Six Isles Blended Malt Whisky.

"As We Get It" is so named as it is bottled straight from the cask, un-chill filtered, at cask-strength and of natural color; in short it is made the old-fashioned way, as nature intended. The Highland Single Malt whisky showcases the flavors and complexities of Highland Single Malt whisky and puts the personality of the unique whisky itself at the heart of the brand.

"As We Get It" has built up quite a following over the years amongs whisky connoisseurs and is bottled in small batches of 15 to 20 casks. With no two batches ever the same, the whiskies' color,

strength (ABVs range from 58-63%) and flavor profile change with each bottling. Then it comes to travel retail, exclusive batches will be selected by the Malt Master and presented in new packaging, with batch specific numbering on the labeling. "As We Get It" 70cl has a duty free RRSP of £60 and will be available to ship from January.

"We are thrilled to introduce 'As We Get It' and its GTR exclusive batch bottling to the travel retail market.

"This is the only product of its kind in Ian Macleod Distillers' Travel Retail range and will make a valuable addition to any whisky collection. We are confident whisky lovers will react well to this uncomplicated, straight from the cask proposition and highly flavorsome whisky. 'As We Get It' does what it says on the label," says William Ovens, Global Travel Retail Director at Ian Macleod Distillers.