

King Robert II gets brand refresh, three new whiskies



Ian Macleod Distillers is introducing today three new blended whiskies within its King Robert II portfolio this month, including its first ever age-statement whiskies, one of which is a GTR exclusive.

The new expressions are King Robert II 8 years old (GTR exclusive), King Robert II 12 years old and King Robert II Sherry Cask Finish.

King Robert II 8 years old (RRP 1L €19.90 [US\$20.37]), along with being aged for 8 years, has a higher malt content than most blends and is designed for value shoppers looking for something special. The flagship expression, King Robert II 12 years old (RRP 1L €27.90 [US\$28.56]), is an aspirational blend for existing King Robert II drinkers and offers a new proposition at a very attractive price point within a highly popular segment. King Robert II Sherry Cask (RRP 1L €19.90 [US\$20.37]), has been finished for six months in sherry casks, giving it a rich flavor at a value price point.

The Sherry Cask expression is launching exclusively in Global Travel Retail with IMD's long term partner, Duty Free Trading Latvija, a leading Border store and airport operator in Eastern Europe, which is a key region for King Robert II sales. The existing King Robert II Treble Cask Matured blended whisky completes the four-strong line-up of whiskies.

These launches coincide with the introduction of a brand refresh across the King Robert II range, which also includes vodka, gin, white rum and dark rum. King Robert II gin is a traditional London Dry gin made in England and includes a wide selection of natural botanicals such as juniper berries, orange and lemon peel, cardamom seeds and unusually grains of paradise. King Robert II vodka is charcoal-filtered, triple-distilled and a pure grain vodka, known for its clean characteristics and

suitability for cocktails. King Robert II White Rum is light, fresh, sweet and fruity with hints of sugarcane and a gentle finish. King Robert II Dark Rum is fresh and full to the nose; soft fruits, demerara sugar and licorice mix subtly leading to a pleasing smoothness on the palate and a gentle finish.

“King Robert II is Ian Macleod Distillers’ top selling brand within Global Travel Retail and we are absolutely thrilled to have launched the new look packaging and three stunning new expressions (8yo, 12yo, Sherry Cask Finish), which we are confident will add variety and value to the blended Scotch whisky category,” said Ian Macleod Distillers’ Global Travel Retail Director, William Ovens.