

Ian Macleod Distillers' Speciality Malt Whisky Collection launches across UK airports



The White Cask activation at Lagardère's UK stores

[Ian Macleod Distillers](#) has launched The White Cask, a Speyside Single Malt and Shieldaig, a Highland Single Malt, in UK travel retail.

Both Shieldaig and The White Cask are available in all World Duty Free stores and The White Cask is available at Lagardère's UK stores. Both single malt whiskies are part of IMD's new Speciality Malt Collection, which also includes As We Get It and The Six Isles.

The launch of Shieldaig and The White Cask was supported by a series of month-long activations at the London Heathrow Airport T3 Digital Bar and London Luton Airport Discovery Bar. Consumers sampled the spirits with trained bar staff and learnt more about the brands through content on the digital screens.

Exclusively available in GTR for two years, The White Cask brand takes its name from the North American White Oak (*Quercus Alba*) used in bourbon barrels. It is a contemporary, accessibly priced single malt, targeted at style-driven consumers, and bourbon and blended malt whisky drinkers as a

stepping-stone into the single malt category. The White Cask First Fill Edition is an ongoing GTR exclusive expression, which embodies the best of modern Scotch – an easygoing spirit that offers exceptional flavor and quality, delivered via the exclusive maturation in First Fill Bourbon Barrels.



Shieldaig American Oak Reserve, a Highland Single Malt Scotch Whisky

Shieldaig American Oak Reserve, a new triple cask matured expression, which is exclusive to travel retail, is an affordable, modern-classic, Highland Single Malt. Known as *The Loch of the Herring*, Shieldaig is regarded as one of Scotland's most picturesque villages. Delightfully smooth and refined, American Oak Reserve evokes the majestic splendour of Shieldaig and the surrounding area. It is exclusively matured in select American oak casks for a creamy vanilla, honeyed and citrus-led flavor.

“There has been a very positive reaction to Shieldaig and The White Cask since the launch last month,” explains Ian Macleod Distillers’ Travel Retail Director, William Ovens. “These are modern interpretations of classic single malts at affordable price points which fill a gap in the category; we are excited about the opportunity they present.”

The White Cask The First-Fill Edition 1L has an RRSP of £39 (US\$49.29) and is bottled at 41.1% ABV. Shieldaig American Oak Reserve 1L has an RRSP £36 (US\$45.50) and is bottled at 40% ABV.