

Jura launches second limited edition whisky for GTR



Jura Islanders' Expression, No.2 – Pale Ale Finish will be available from April exclusive to duty free

Single malt whisky brand [Jura](#) is launching the second release from its award-winning limited edition Islanders' Expressions series, Jura Islanders' Expressions, No.2 – Pale Ale Finish. It will be available exclusively for shoppers in global travel retail from April.

According to the company, the Jura brand has almost tripled its business in travel retail versus 2021, inspiring shoppers in airports with the PX sherry cask finish of its core range; it has also flourished in other duty free channels, including border shops, diplomatic stores, and the cruise and ferry sector, which have been vital in rebuilding the travel retail industry.

Jura Islanders' Expressions, No.2 is a travel retail exclusive Single Malt inspired by the creativity of the artistic community in the island of Jura in Scotland.

At the heart of Jura's appeal is the fact that it is 'More Than A Whisky'. As the only whisky distillery on the island, which is home to a tiny community of just 230 people, every drop of Jura's Islanders' Expressions reflects the spirit of the people that live there and offers the drinker a unique opportunity to be part of something, with a taste of island life in every sip.

Clarisse Daniels, Head of Marketing GTR & Emerging Markets, [Whyte & Mackay](#), said, "Jura is all about supporting the community on the island. We are also focused on supporting our partners in the duty free sector by driving shoppers to the duty free stores through inspiring and engaging omnichannel campaigns bringing to life the story of this limited edition.

"We are creating touchpoints for shoppers ahead of them arriving at the airport through a geo-targeted media campaign, which gives them a reason to hit the duty free stores. Once inside, our impactful displays with distinctive bright and colourful HPPs bring the island to life and capture the attention of duty free shoppers. Finally, in-store engagement like gifts with purchase or personalization using an in-store decorating machine, will help convert new Malt shoppers as well as regular Malt drinkers."

Jura Islanders' Expressions, No.2 has been created in collaboration with Jura resident Giles Perring, a respected experimental musician and composer.

"Just like Jura whisky, Giles is inspired and influenced by the island that he calls home. He captures natural sounds using a World Organ that he hand-built, creating immersive music that tells sonic stories of Jura, its elements, wildlife and atmosphere. To reflect that, Jura Islanders' Expressions, No.2 offers tastes of tropical fruit, plenty of sweet citrus and toffee richness. Layers of bright flavor enhance Jura's signature spirit, thanks to a Pale Ale cask finish, achieved by partnering with Jura's most local craft brewery, based in Argyll, 90 miles away."

The packaging design features a soundwave created by his compositions on the outer carton and nods to the sources of the sounds he was inspired by on the island. The pack also has a QR code which offers buyers the opportunity to learn more about this creative collaboration, featuring a Q&A with Giles and a curated playlist.

Jura Islanders' Expression, No.2 - Pale Ale Finish is exclusive to duty free and launching ahead of the Easter and May bank holidays. It will be available in 1-liter format, priced at £50/L (US\$62/L) and available exclusively in travel retail from April in the UK and Europe, followed by Asia and the Middle East from July.