

Jura whisky celebrates island's creativity



Jura Islanders' Expression No.1 will be supported by an omnichannel campaign offering online experiences

Whyte & Mackay has revealed its latest Jura annual limited-edition collection of whiskies designed to recruit new malt drinkers and appeal to eco-conscious millennials.

Exclusive to travel retail, Islanders' Expressions takes its inspiration from the creative and artistic members of its tiny island community to create a new limited-edition single malt collection.

Islanders' Expressions kicks off with storytelling jeweler Amy Dunnachie, aka Amy Finds.

A Jura native, Amy forages objects from around the island's shores and landscape to reimagine new treasures, each telling their own story.

Committed to sustainable craft, Amy salvages items celebrating what makes Jura special, which in turn has inspired the whisky maker in his quest to find the right character to complement her style.

The resulting whisky is a product of two islands, Jura off the West Coast of Scotland and Barbados at the east of the Caribbean islands. This has brought together hand-selected ex-bourbon barrels with tropically-infused ex-rum casks from Barbados to partner with Jura's light, citrus and grassy spirit.

The smooth single malt is described as bringing a fresh maritime character with tropical fruit, warming sweet spice and the rich sweetness of Barbados rum.

Clarisse Daniels, Head of Marketing, said: "Jura is currently experiencing huge growth with sales more than doubling in global travel retail last year. Given its power status in Europe, Jura is the preferred choice to the duty free shoppers looking to buy not only the brand they love - which is reflected in our current performance across Europe duty free - but who are open to trying new flavors driven by craft and quality cues. Our travel retail exclusive range, which is the only complete TRX range that is enhanced in casks that previously held Pedro Ximénez sherry of different ages, meets their demand.

"With Whyte and Mackay being a single malt specialist, we also understand that choice, great product stories, exclusivity and new product launches have been driving the category, which is why we believe that the new limited-edition collection will excite the duty free shopper and is guaranteed to sell out quickly."

Product personalization

Gregg Glass, Master Whisky Maker, added that "Jura whisky is islander-made - and it is that collective creative spirit on the island that sees us embrace innovation, new ideas and dedicated craftsmanship. This collaboration celebrates this and why we believe Jura truly is more than a whisky. In crafting this character, we've been able to bring this story to life through the flavors but also inspire drinkers to discover that there is so much more to Jura than they might think. It goes beyond what they may expect, just like our whiskies and the community itself. I've really enjoyed exploring Amy's work to inspire our thinking in the creation of this single malt and love the opportunity to tap into some of the incredible finishes we can achieve with Jura."

Inspired by Amy's creativity, the whisky showcases its distinctive style on both bottle and carton, with

bright hues of blue and greens, and also features a brooch from her 'in a reel tangle' collection.

Available for a limited time and in small quantities, Jura Islanders' Expressions will go on sale in key travel retail destinations, launching on April 1 at London Heathrow Terminal 5 where shoppers will also have the opportunity to personalize their bottles. Other UK and European airports will follow before the collection rolls out to other key locations.

Retailing at £50 for a one-liter bottle, Jura Islanders' Expression No.1 (40%abv) will be supported by an omnichannel campaign offering online experiences, as well as a connected pack to invite people to discover more and share their experience.