

Loch Lomond partners with Kreol Travel Retail in India



Lal Arakulath, CEO, Kreol Group, is pictured with Catherine Bonelli, Managing Director, Global Travel Retail, Loch Lomond Group

Kreol Travel Retail has struck a distribution partnership with single malt Scotch whisky producer Loch Lomond Group in select travel retail markets of the Indian subcontinent.

Commenting on the booming single malt whisky market in Asia and the Indian subcontinent in particular, Lal Arakulath, CEO, Kreol Group, said: “The global single malt whisky market generated the highest revenue in Asia Pacific. This region accounted for almost 31% of the market revenue in 2018. China and Japan are the largest consumers of single malt whisky, followed by Southeast Asian countries and India. This region has huge potential for the single malt whisky market due to the presence of a large number of emerging economies. Economic development has led to a significant rise in the middle-class segment which is the main driving force of the single malt whisky market in this region.

“The average age of a single malt consumer in most markets is the late 30s to early 40s but a new generation of consumers has emerged in the Indian subcontinent. Aged 25 to 30 years, this segment

usually consumes beer and gin but is now exhibiting keen interest in single malt whisky. So our tie-up with the Loch Lomond Group is timely. We will be working closely with their team to expand across the travel retail market in the Indian subcontinent.”

Noting Loch Lomond Group’s success at the Scottish Whisky Awards 2021, Catherine Bonelli, Managing Director, Global Travel Retail, Loch Lomond Group, said: “The Loch Lomond Group is an independent distiller and blender of some of the finest and rarest Scotch whiskies in the world. When the Scottish Whisky Awards 2021 took place in Glasgow, we were delighted with the results right across our portfolio, including the highest accolade of the evening, Scottish Whisky Distillery of the Year for Glen Scotia.”

The judges of the Scottish Whisky Awards praised the Glen Scotia producers for their “commitment to the community, excellent product development, and high-quality standards achieved in a challenging year.”

In addition, two of Glen Scotia's core range whiskies were awarded medals: Glen Scotia 15yo was awarded a gold medal in the Single Malt 13-16yo category, and Glen Scotia Double Cask a silver medal in the Single Malt No Age Statement category.

“We are equally pleased with the taste awards received across the rest of our portfolio,” said Bonelli. “Our recent release, Spearhead Single Grain Scotch Whisky, received a gold medal, Clansman Blended Scotch received a bronze medal, and Loch Lomond Single Grain Scotch Whisky a silver medal.”

This prestigious award comes just seven months after Glen Scotia’s 25yo single malt was crowned as Best in Show and Best Whisky In The World 2021 at San Francisco World Spirits Competition.