

# Once-in-a-lifetime The Dalmore Decades offered in TR

Six exceptional single malt whiskies are being offered in three unique collections, with The Dalmore “masterpiece” whiskies from one of each decade beginning in 1951.

The Dalmore Highland Single Malt is offering this one-of-a-kind selection of exceptional whiskies spanning six decades, celebrating the visionary creators and stories behind each bottle and a once-in-a-lifetime chance to own these iconic pieces of history.



The Dalmore No. 6 collection, which will be offered at auction in Hong Kong

The first set, the No.6 Collection, will be offered at auction by Sotheby's in Hong Kong in October 2021 as part of the company's autumn sales series. A significant percentage of the sale will be donated to Scotland's design museum and the first V&A Museum outside of London, V&A Dundee — part of The Dalmore's recently announced long-term commitment to the museum.

The Dalmore is working with Scotland's design museum to champion and nurture creative talent, with a collaboration that allows V&A Dundee and The Dalmore to curate and advocate for exceptional design on a global scale.

## Sharing special milestones

For 50 years Master Distiller Richard Paterson has pushed the boundaries in whisky production and seeking to optimize potential over time. The Dalmore Decades is Paterson's personal selection and a culmination of his custody of the exceptionally rare casks the distillery enjoys.

Paterson commented: “Over the past 50 years, I have kept a watchful eye over our superlative

inventory of rare whiskies, giving them the guidance to mature and reach their full potential in the finest casks sourced from around the world. Each bottle marks a very special milestone in the brands history and has a unique story to tell, which I hope the lucky collector will enjoy with those closest to them – if the last year has taught us anything, it is that life is to be enjoyed now. This collection is a memento of our 180-year history in the making. We are proud to share the pinnacle of six decades of whisky making, the result of potential earned and honed over time.”

### **The No. 5 Collection**

In addition to this auction, The Dalmore will release 15 one-of-a-kind, collectible Decades sets. Called the No.5 Collection, each set contains five masterpiece Decades whiskies through the years (1967, 1979, 1980, 1995, 2000).

Each of the 15 sets is truly unique, with each decanter featuring a different and distinctive coloured stopper.

Further, the bottles will be engraved with an exclusive set number, presenting a compelling opportunity for established and new collectors alike.



The No. 5 Collection, with five decades of The Dalmore’s masterpiece whiskies, will be offered in travel retail

Each set is presented on a “stunning” pedestal, with the five sets being sold in the prestigious travel retail channel including: China Duty Free Group (Hainan), Duty Zero by cdf (Hong Kong International Airport), Ever Rich Duty Free (Taiwan Taoyuan International Airport), LOTTE Travel Retail Singapore (Singapore Changi Airport) and DFS during the famous Master of Wine and Spirit showcase in Macau. Other retailers in domestic markets include Harrods (UK), Wally’s Wine & Spirits (US) and Le Bon Marché (FR) with an RSP of £200,000 / \$270,000.

### **The No. 4 Collection**

The No.4 Collection offers 25 sets, each containing four Decades whiskies (1979, 1980, 1995, 2000). 2

Again, each unique decanter will be engraved with an exclusive set number and striking black collar and stopper.

Each set will be displayed within one bespoke display pedestal, with individual compartments to house each decanter, and with each whisky's unique story engraved upon the door. Each No.4 Collection set will be sold exclusively through retailers including 4 sets in the Travel Retail Channel – China Duty Free Group (Hainan) and LOTTE Duty Free (Incheon International Airport), alongside Selfridges (UK), Annabel's (UK), La Grande Épicerie (FR) and to view at Fairmont Pacific Rim Vancouver (CA), Waldorf Astoria (NL) with an RSP of £100,000 / US\$135,000.



The Dalmore No. 4 Collection will be on display at Fairmont Pacific Rim Vancouver, with a price point of US\$135,000

The Prestige Plus price point has been on an upward trend, and the only one to grow during COVID (according to IWSR 2020).

“Travel Retail is the ideal channel to showcase exceptional masterpieces from The Dalmore in our customers' duty free shops and digital channels, allowing us to recruit millions of luxury consumers into the brand franchise. We only wish we could have more of these exceptional masterpieces from The Dalmore in order to meet the incredible demand for it in the travel retail channel,” commented Richard Trimby, Travel Retail Director, Whyte & Mackay.