

# Pernod Ricard GTR celebrates new era with launch of King Charles Royal Salute



Pernod Ricard GTR is announcing the launch of the Royal Salute Coronation of King Charles III Edition, building on the strong success of a collection of unique and highly collectible items, released into the market in recent years.

Following the launch of the Royal Salute Platinum Jubilee Edition in June last year, the Royal Salute Coronation of King Charles III Edition marks the start of a new era of contemporary monarchy with a limited edition expression.

## Honoring history

Since it was first created as a gift for Her Majesty Queen Elizabeth II on the day of her Coronation in 1953, Royal Salute, the master of exceptional aged Scotch whisky, has honored the British Monarchy and marked significant milestones with unique expressions that represent and embody a moment in history, according to Pernod Ricard GTR.

Crafted by Royal Salute Master Blender, Sandy Hyslop, the Coronation expression is a timeless whisky with a blend of more than 53 rare malt and grain whiskies. To reflect the year Royal Salute was first crafted, the Royal Salute Coronation of King Charles III Edition is a “rich and complex expression with notes of fresh redcurrants, dark chocolate praline, and freshly roasted chestnuts, and a palate of sweet figs and fresh ginger leading up to a long and rich finish with a playful spice.”

Commenting on the precious release, Sandy Hyslop, said, “This expression is a momentous tribute to both the British Monarchy and Royal Salute’s unique origin story. I wanted to mark this memorable occasion with a blend that was as iconic and special as the original Royal Salute 21 Year Old Signature Blend that was created in honour of Her Majesty Queen Elizabeth II in 1953. Crafting this blend has been the perfect occasion to reflect on the innovative approach we’ve taken to blending whisky for the past 70 years, and a moment to look forward to what can be achieved in years to come.”

Liya Zhang, Vice President of Marketing, Pernod Ricard GTR said, “We are honoured to present this illustrious liquid to travellers as a fitting tribute to this historic moment. As we know, travellers are in an exploratory mindset and are seeking newness, innovation and excitement as they return to stores after successive lock downs and travel restrictions. There is also great interest in highly exclusive and collectable items such as this, driving a clear premiumisation trend in travel retail. We are delighted to celebrate the Coronation of King Charles III and cater to our discerning travelling customers with the launch of this resplendent whisky.”

### **The Royal presentation**

The Royal Salute Coronation of King Charles III Edition is housed in a Dartington Crystal decanter, in a deep sapphire blue hue. In keeping with Royal Salute’s signature style, the decanter is presented in a wooden box inspired by the iconic Westminster Abbey, with details chiseled into the wood, paying tribute to the historic setting of British Coronation ceremonies since 1066. The jewels and crests of each country forming Great Britain were the inspiration for the artwork inside the gift box, symbolizing the unity under the Crown and enduring solidarity between the nations.

Only 500 bottles of the Royal Salute Coronation of King Charles III Edition will be available globally. A limited number will be listed at key travel retail locations comprising the following: London, Johannesburg, Amsterdam, Istanbul, Beirut, Zurich, Paris, Tel Aviv, Frankfurt, Vienna, Hainan, Taiwan, Korea, Japan, Singapore, Thailand, Malaysia, Dubai, Delhi and Sydney.