

Pernod Ricard GTR introduces the Jameson Triple Triple Marsala Cask Edition



With a Sicilian twist: Jameson Triple Triple Marsala Cask Edition

Pernod Ricard Global Travel Retail launched Jameson Triple Triple Marsala Cask Edition into global travel retail.

This smooth and multi-layered limited edition Irish whiskey is exclusive to global travel retail and widely available from March onwards.

Building on the burgeoning interest in Sicily as a top travel destination and the success of the Jameson Triple Triple range - including Málaga Edition and the more recent Chestnut Edition - this new release is matured in a combination of Bourbon barrels, Oloroso Sherry casks, and now Marsala casks, delivering a rich depth of flavor and an extra drop of smoothness, “perfect for whiskey-curious travelers”.

Crafted from American white oak, known for its contribution of sweet vanilla and clove spice notes, the Marsala casks are hand-selected from the Florio Winery in Sicily. They are then seasoned with Marsala wine for two to three years, absorbing rich flavors of apricot, toffee apple, walnut and woodland spices. These freshly emptied casks are then transported to Midleton Distillery in County Cork, Ireland, where they meet Jameson’s triple-distilled whiskey, adding a layer of exciting complexity to the final result.



Jameson Triple Triple Marsala Cask is bottled at 40% ABV and is available now in select locations in global travel retail with a RRP of €44 (US\$45.5)

Travelers will be introduced to the new Jameson Triple Triple Marsala Cask Edition through a colorful, head-turning retail strategy that will see airports decked out in 'Triple Triple teal', adding a sunny Mediterranean twist to their traditional St. Patrick's Day celebrations.

Jameson brand ambassadors will present the story of Triple Triple to travelers from specially adapted wooden barrel bars, offering tutored tastings from the range, including Jameson Triple Triple Malaga Cask, launched in 2019. This unique blended whiskey is triple distilled and triple cask matured in Bourbon barrels, sherry butts and finest Malaga wine casks to produce a complex, well-balanced dram with hints of spice, fruit and oak.

Liya Zhang, VP Global Marketing at Pernod Ricard Global Travel Retail, commented, "Jameson accounts for two-thirds of the Irish Whiskey category globally and is currently a top ten spirits brand by volume in global travel retail. We're excited to see the innovative Triple Triple family grow - it offers travelers the chance to explore their favorite Irish whiskey in a different cask finish and trade up from the classic Jameson Original.

"The Jameson Triple Triple Marsala Cask Edition has been available in very small quantities in certain duty free locations since late 2024 but is now being rolled out around the world, however, it will only be part of the range for three short years so make the most of this Sicilian stopover while you can."