

# Pernod Ricard GTR launches four exclusive whiskies from Midleton Very Rare



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[Pernod Ricard Global Travel Retail](#) has announced the launch of four bespoke, single cask releases from Irish distillery [Midleton Very Rare](#).

"Some of the rarest whiskey from the world-renowned Midleton Distillery has been hand chosen and

bottled exclusively for select travel retailers across four European destinations: London Heathrow, Amsterdam Schiphol, Dublin and Shannon airports," notes a press release.

"Irish Whiskey collectors are now able to discover the exceptional liquid from four individual casks, each with differing finishes, which have been hand selected by Master Distiller Kevin O’Gorman for their unique quality and flavor attributes. Differentiated by age statements and cask finishes, each cask offers a one-of-a-kind expression that will make a perfect addition to any luxury spirit collection. To add to the uniqueness, each bottle and outer case are personalized with individual bottle and cask numbers, alongside the date of bottling. Inside the case, a bespoke booklet offers the whiskey enthusiast details on the process of production and selection, in addition to tasting notes for each unique cask."

Liya Zhang, VP Marketing, Pernod Ricard Global Travel Retail, commented, "We feel privileged to be working alongside the team at Midleton Distillery, to bring such an exclusive and limited release to traveling consumers. We have chosen to launch the new Midleton Very Rare Single Casks with retail partners at important travel hubs across Europe, in order to delight luxury spirit collectors traveling through these key destinations. We’re excited to continue working with Midleton Distillery, who are renowned for innovation and quality bottlings, and hope to launch more exclusive products for whiskey fans across the globe in the coming years."

Antonio Duva, General Manager for EMEA and Pacific at Pernod Ricard Global Travel Retail added, "We’re proud of the global success of the booming Irish whiskey category and are delighted to bring a rare and luxury offering to whiskey collectors and enthusiasts. We are thrilled to be working with our key partners to bring to market very special and exclusive releases, and the Midleton Very Rare Single Cask release is truly a one-of-a-kind launch."

Within the Midleton Very Rare Single Cask release, four select casks with varying age statements and cask finishes can be found in select airports across Europe. The 27 Year Old First Fill Bourbon, exclusive to Gebr. Heinemann, has been bottled for Amsterdam Airport’s Exquisite Store. The Midleton Very Rare Single Cask 25 Year Old Virgin American Oak is listed exclusively at three locations, also through Heinemann at the airports of Frankfurt, Amsterdam, and Shannon in Ireland. The 21 Year Old Midleton Very Rare Virgin American Oak launched with World Duty Free (Dufry) at London Heathrow, and the 24 Year Old Midleton Very Rare First Fill Bourbon can be purchased with Aer Rianta at Dublin Airport.