

# Pernod Ricard launches rare Secret Speyside editions exclusively in TR



The Secret Speyside Single Cask GTR collection

Pernod Ricard Global Travel Retail ([PR GTR](#)) has announced today the launch of seven ultra-rare Single Cask Editions from Secret Speyside, available exclusively in global travel retail.

The new series consists of seven of the most exclusive expressions yet; aged between 21 and 27 years and coming from four of the most revered and elusive distilleries in the renowned Speyside region. These include the vanished distillery of Caperdonich, the pioneering Longmorn distillery, the landmark Glen Keith distillery, and the remote Braes of Glenlivet distillery.

The Secret Speyside Single Cask Editions showcase the depth and diversity behind the distinguished Speyside distilleries, with each edition bearing an undiscovered character that is unique to its individual cask. The expressions have been matured in seven separate American Oak casks, a selection of which were first-fill. All have been meticulously monitored across the years and drawn at their individual pinnacle. The result is a series of seven rare and distinctive new flavor profiles that can never be repeated, perfect for collectors and expertly curated for curious connoisseurs.

Successfully launched in global travel retail across 25 markets in 2019, PR GTR's team of whisky experts unearthed rare and remarkable single malts from Speyside's hidden distilleries to develop this handpicked selection of ultra-rare whiskies exclusively to travel retail. Secret Speyside has since expanded into key Single Malt domestic markets including the UK and China.

“The launch of the Single Cask Editions, focused on even rarer treasures, is symbolic of how PR GTR is capitalizing on the opportunity to enter the growing Premium+ category, offering travel exclusives that bring new stories, depths and liquids to its key retailers, and creating a halo effect for the popular Secret Speyside range,” reads the July 5 press release.

“The ultra-rare range of Single Cask Editions fuse the rich heritage and unique characteristics derived from the four celebrated and elusive distilleries at the heart of the revered region of Speyside, presenting travel retail shoppers with a unique opportunity to explore and collect new and rarer treasures,” said Liya Zhang, vice-president of marketing, Pernod Ricard Global Travel Retail.

Zhang continues, “As a rich and rapidly growing category, we are thrilled to present this remarkable range of rare Single Cask Editions exclusively to travel retail. The ultra-limited malts present an opportunity for PR GTR to cut-through the Prestige+ category in duty free, offering unique expressions collectors cannot find anywhere else.”

“It is always a satisfying moment for a blending team when we realise a cask we’ve been monitoring for a number of years stands out as being worthy of bottling all by itself,” said Sandy Hyslop, Chivas Brothers Director of Blending and Inventory. “The introduction of these seven new captivating Single Cask releases is a tribute to the exceptional skill and uncompromising dedication that is behind Secret Speyside. Over decades of maturation, an incredibly distinctive range of flavours have developed inside each cask and these stunning new releases, bottled at cask strength, represent an impressive depth to Speyside that is just waiting to be discovered.”

**Unique editions from the global travel retail exclusive Secret Speyside Single Cask release will be available to purchase at individual RRs exclusively across key partners, including:**

Secret Speyside Caperdonich Peated 1996 exclusive to Heinemann, Frankfurt. RRSP \$1,050 USD

Secret Speyside Caperdonich Unpeated 1996 exclusive to Dufry, Heathrow. RRSP \$1,050 USD

Secret Speyside Braes of Glenlivet 1992 exclusive to Dubai Duty Free. RRSP \$990 USD

Secret Speyside Glen Keith 1998 exclusive to CDFG, Shanghai. RRSP \$450 USD

Secret Speyside Glen Keith 1994 exclusive to Lagardère, Hong Kong. RRSP \$760 USD

Secret Speyside Longmorn 1998 exclusive to Lotte, Singapore. RRSP \$480 USD

Secret Speyside Longmorn 1995 exclusive to Everrich, Taiwan. RRSP \$800 USD

Prices are subject to change according to exchange rates. For more information on Secret Speyside’s rare malts and their untold stories, visit [www.secret-speyside.com](http://www.secret-speyside.com).