

Proximo Spirits and Monika Alcobev launch Bushmills GTR exclusive range in India



[L-R]: Varun Khanna, Delhi Duty Free, Senior Buyer Liquor; Kunal Patel, Monika Alcobev, CEO; Roy Summers, Proximo, Head of GTR; Malay Kumar Rout, Monika Alcobev, Director Travel Retail; Aaron Lay, Proximo, GTR APAC Regional Director and Vishwanath Iyer, Delhi Duty Free, Head of Buying & Supply Chain

Proximo Spirits is proud to be working with its regional partner, Monika Alcobev, for the highly anticipated launch of its GTR Exclusive Bushmills range with key duty free partners in India.

Proximo Spirits has earmarked India as a key growth target for Bushmills and is be working with Hyderabad Duty Free, Delhi Duty Free and Osprey Duty Free in Mumbai, to build its presence in this rapidly growing market.

The India campaign includes the GTR Exclusive Bushmills 21 YO, GTR Exclusive 15 YO and Bushmills 10 YO. Additionally, two prestigious offerings — GTR Exclusive Bushmills Black Bush 80/20 and GTR Exclusive Bushmills 12 YO — will soon be available in these locations.

The three GTR Exclusive Bushmills Irish single malt whiskeys, all bottled at ABV 46%, offer a remarkable tasting experience:

- **Bushmills 10 Year Old (YO):** Aged for 10 years in bourbon and sherry casks, then finished in Oloroso sherry butts from Paez-Morilla bodega, Spain, for a rich, aromatic profile
- **Bushmills 15 Year Old (YO):** A marriage of single malt finished in 15 year old ex- bourbon

first and second fill American oak casks matured on the wild County Antrim coast. It is bottled at 46% ABV, so the sweet, nutty and complex flavor profile can be savoured to the full

- **Bushmills 21 Year Old:** Aged 18 years in bourbon and Oloroso sherry casks, then finished for 3 years in first-fill Marsala casks, delivering a luxurious and complex flavor. Each of these exceptional whiskeys offer unparalleled depth, showcasing unique flavors and a refined craftsmanship that embodies the heritage of Bushmills



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This exciting launch is the result of a dynamic partnership between Monika Alcobev, Proximo Spirits, and its regional retail partners. The launch marks a significant milestone in the company's continued growth and its commitment to offering exclusive, high-quality spirits to discerning connoisseurs.

"We are delighted to be launching Bushmills across GTR in India, working closely with our colleagues at Monika Alcobev and our airport retail partners - Hyderabad Duty Free, Delhi Duty Free and Osprey Duty Free. Our travel retail exclusive range of Bushmills single malt Irish whiskeys from the oldest licensed whiskey distillery in the world, has been specially designed with the travel retail shopper in mind. We are now offering a range that has something for both whiskey explorers and enthusiasts, and for gifting. We're excited to bring the Bushmills brand to life in these airport locations, and as part of a focus for the brand's expansion in India," says Roy Summers, Head of GTR, Proximo Spirits.

"We are proud to bring the exceptional and exclusive travel retail Bushmills Irish whiskies range to 2

our customers. This launch is an extension of our commitment to delivering #onlyTheBest and premium experiences for our customers. The GTR Exclusive Bushmills range underscores our vision of introducing the finest international brands to the Indian market,” adds Kunal Patel, CEO and Managing Director, Monika Alcobev Limited.

Alongside the unveiling of the GTR exclusive Bushmills range at Hyderabad and Mumbai airports, an exclusive tasting event in partnership with Delhi Duty Free gave attendees the opportunity to explore and experience the exceptional GTR Exclusive 15 YO and Bushmills 10 YO liquids on offer.