

Radico Khaitan unveils Sangam World Malt Whisky at ProWein



The name of the whisky represents a convergence of the East and West

[Radico Khaitan Limited](#), an Indian spirits company, unveiled its newest whisky from Rampur Distillery, Sangam World Malt Whisky, at ProWein 2023 in Düsseldorf.

According to a press release, "Sangam, a name derived from the Hindi word for 'confluence,' evokes the image of two powerful rivers merging to form something greater than the sum of their parts."

Sangam World Malt Whisky will be launched in the USA, at a retail price of \$64.99 to \$69.99 for a 70cl bottle and also in the EU, UK, Singapore, Australia and Travel Retail with shipments starting from April 2023.

"Just like the rivers that flow from different directions, Sangam World Malt Whisky represents the convergence of the rich traditions of the East and the expertise of the West in the art of whisky-making," says Sanjeev Banga, President of International Business at Radico Khaitan. "It marks a significant milestone in the history of Radico Khaitan as we proudly announce the launch of Sangam World Malt Whisky. This exceptional blend has been crafted with utmost care and precision, using the finest whiskies from around the world.

"Our team of experts has spent countless hours perfecting the blend, ensuring that every sip of

Sangam World Malt Whisky is a truly unforgettable experience. From the aroma to the finish, every aspect of this whisky has been carefully crafted to deliver a smooth, rich, and indulgent taste."

Sangam Tasting Notes, as listed in the press release are:

Nose: "Right from the start, Sangam offers a hint of tropical fruits such as lychee, green apple, pears and apricot, followed by delicate notes of citrus and floral tones of rose and heather. The sweet aroma of honey, vanilla, and caramel toffee perfectly complement the spices of cinnamon and nutmeg. Subtle hints of salty and peat smoke embrace the senses without being overpowering."

Palate: "The palate offers a complex and creamy depth of fruity aromas that is perfectly balanced with delicate peaty and salty notes. The peat smoke gradually transitions to reveal an interplay of spices such as cinnamon, nutmeg, and oaky vanilla, with a hint of honey and wine-like texture."

Finish: "The finish is pleasantly long, leaving a lingering sensation on the palate, further enhancing the taste and aroma."