

# Royal Brackla uses history to build a future



Royal Brackla consists of Royal Brackla 12YO finished in Oloroso sherry casks, Royal Brackla 18YO finished in Palo Cortado sherry casks and Royal Brackla 21YO finished in Oloroso, Palo Cortado and Pedro Ximinez sherry casks



Ian Taylor, Bacardi Global Brand Director, Malts

Ian Taylor, Bacardi Global Brand Director, Malts, walked *Americas, Asia, Gulf-Africa Duty Free magazine* through Royal Brackla's range of single malt whiskies on a mission to create the finest Sherry finished whisky in the world.

The new range of Royal Brackla consists of Royal Brackla 12YO finished in Oloroso sherry casks, Royal Brackla 18YO finished in Palo Cortado sherry casks and Royal Brackla 21YO finished in Oloroso, Palo Cortado and Pedro Ximenez sherry casks.

Building on history to create a future, this range pays homage to Royal Brackla Distillery founder, Captain William Fraser, traditional production techniques and a unique distillery character in a move to create its finest whisky.

The range features increased prominence for the age statement, with every bottle guaranteeing a 2

specific interaction with the wood. This includes a move in emphasis from 16YO to 18YO and an accentuation on the Sherry finishing across the range.

After several years of trialling and exploring different Sherries to give an extra layer of luxury to this fragrant and fruity whisky, Malt Master, Stephanie MacLeod, has chosen three types for finishing Royal Brackla. Every expression in the new range is finished in the first fill Sherry casks, sourced directly from Spain.

The new Royal Brackla range will be bottled at 46% ABV in response to consumer demand and will make its global debut in May 2020 with China Duty Free Group luxury airport stores in Beijing, Shanghai and Guangzhou.



Royal Brackla takes a play on Sherries, bringing this whisky an extra layer of luxury

Gaurav Joshi, Regional Director, Asia Pacific Bacardi Global Travel, comments on the launch with China Duty Free Group: "China is such an exciting market for our single malt whiskies. The Chinese

whisky connoisseur is discerning and makes purchase decisions driven by a taste for refinement and the opportunity to make unique purchases such as with Royal Brackla. It is a privilege to partner with China Duty Free Group to present our most special single malt to its customers in the elegant surroundings of its stores including the new flagship location at Beijing T3.”