

Royal Salute adds Peated Reserve to prestigious lineup



The prestigious Royal Salute 62 Gun Salute Collection incorporates The Original Reserve but offers two new expressions: The American Oak Reserve and a global travel retail exclusive, the double gold medal winning* Peated Reserve. The Collection will be available for purchase in travel retail starting autumn 2024

Royal Salute, renowned for its exceptional aged Scotch whisky, has introduced a new 62 Gun Salute collection. This trio of outstanding blends includes the Peated Reserve, a double gold medal winner at the International Spirits Challenge 2024, which will be available exclusively to travel retail customers through Pernod Ricard Global Travel Retail (PR GTR).

The collection draws inspiration from Royal Salute's regal heritage, evoking the sensory spectacle of the 62 Gun Salute, one of the British Monarchy's highest forms of ceremonial honor. Coinciding with this release, Royal Salute has announced its new brand home: an exclusive suite inside the 13th century Martin Tower, the original home of the Crown Jewels. This opulent space will be open to high net worth individuals and global travel retail partners on an invitation-only basis.

Prestige offering expands

The collection features three special reserve blended whiskies presented in jewel-hued, gold-etched decanters. Joining the existing Royal Salute 62 Gun Salute Original Reserve are two new expressions crafted by Royal Salute Master Blender Sandy Hyslop.

The travel retail exclusive Peated Reserve enhances the complexity of the Original Reserve with a subtle hint of smoke, reminiscent of the drifting smoke from gun salute cannons. This distinguished

blend of over 50 precious whiskies, including malts from the lost distillery of Caperdonich, offers a complex flavor profile. The nose presents dark cherries, ripe pears and sweet green apples, followed by blossom honey, milk chocolate honeycomb and homemade orange marmalade. The palate features tangy orange zest and lemon sherbet, layered with notes of ripe peaches, Jamaican ginger cake, toasted oak and wisps of sweet peat smoke. The finish is long and lively with enduring sweet smoke notes.

Sandy Hyslop, Royal Salute's Master Blender, said: "As the crowning jewel in Royal Salute's portfolio, the crafting process behind this collection was lengthy and meticulous until I was absolutely confident we had blends representative of an authentic 62 Gun Salute ceremony. The collection's flavor profile is beautifully complex and rounded, connecting all the senses to create a lasting taste experience that reflects the significance of the occasion."

Liya Zhang, VP Global Marketing at Pernod Ricard Global Travel Retail, commented: "We are delighted to offer this exquisite new peated expression, exclusively to travelers. This is testament to the importance of travel retail as a key channel to elevate both the image and reach of Royal Salute and as an effective brand-builder. Global travel retail provides the ideal setting for the brand's most prestigious collections such as the Royal Salute 62 Gun Salute and from our research we know that 54% of global travelers purchase duty free exclusives or unique products. We look forward to introducing the new collection to travelers for purchase, in a phased approach from this autumn."