

The Dalmore unveils Lunar NY limited-edition and drives prestige category



King Alexander III Lunar New Year edition aims to attract more shoppers to duty free stores and drive higher spend per passenger

Whyte & Mackay's Masterpiece in the Making, [The Dalmore](#), has released a new limited-edition to celebrate Lunar New Year.

Described as the number one brand of choice for luxury gifting, The Dalmore is the only rare luxury malt brand with 70% of its expressions commanding a "Prestige Plus" price (over US\$200).

The King Alexander III Lunar New Year 2023 Limited Edition is currently available for traveling shoppers across leading retailers including Lotte Duty Free, DFS, China Duty Free Group, Dufry and Dubai Duty Free while stocks last.

According to the press release, the exclusive is designed to "quench the modern luxury shoppers' thirst for exceptional products with authentic stories" and serves as the perfect gift - whether as a self-treat or for someone else.

The edition adds to The Dalmore's prestige offer which has fuelled the malt category growth by recruiting and trading up modern luxury shoppers. Presented in a special gift box decorated in ornate red and gold, the packaging carries a representation of the lanterns which form a key part of the holiday celebration.

“This stunning special pack is guaranteed to attract the DF shoppers who are constantly on the look-out for limited editions and special packs in our channel and The Dalmore, with its impressive collection of rare and exclusive expressions, will continue to drive spend per passenger,” said Clarisse Daniels, Head of Marketing Travel Retail & Emerging Markets, Whyte & Mackay.

“This innovation is an important part of our strategy to drive the prestige category and increase spend per shopper by encouraging them to trade up. The Dalmore has been a driving force in Asia travel retail and really resonates with the Asian shopper looking for rare and distinctive gifts. We are working closely with our key customers to make the most of exciting innovation like this and attract the luxury shopper to their stores,” added Micheline Wong Regional Director Asia DF.

The Dalmore King Alexander III Lunar New Year 2023 Limited Edition is available worldwide with Lotte Duty Free in Singapore; China Duty Free Group in Hong Kong and Hainan; DFS in Macau; Dufry at London Heathrow; Dubai Duty Free in Dubai and with Fortier Wines & Spirits at Kuala Lumpur International Airport. It is also available on the domestic market.