

# The Glenlivet launches travel retail exclusive packaging for Year of the Rabbit



The limited-edition packaging is available now in select airports and duty free stores

In celebration of the Year of the Rabbit, [The Glenlivet](#) has launched a travel retail exclusive packaging design featuring the symbol of the rabbit, as well as highlighting the dynamic and vibrant journey of the Rare Cask liquid, matured over three different types of casks to triple flow, with triple blessings, into the new year.

“We are thrilled to unveil this exclusive packaging design for The Glenlivet’s Rare Cask, which has been developed to invite shoppers to celebrate the Lunar New Year with our most premium expression from the Triple Cask range,” said Lisa McCann, Group Brand Director at Pernod Ricard GTR, in a press release. “The launch aligns perfectly with travel restrictions lifting across Asia, making the new bottle the ultimate gift or addition to any celebration during Lunar New Year celebrations.”

The Glenlivet Rare Cask is the finest expression from the Triple Cask Project, which features a unique range and experimental maturation process within The Glenlivet portfolio, centered around the complexities of cask influence. Each product in the range tells a story about how three casks offer more complex and creative flavor combinations. It is an invitation for shoppers to embark on a new perspective and explore the power of creativity across three distinctive single malts: The Glenlivet Distiller’s Reserve, The Glenlivet White Oak Reserve and The Glenlivet Rare Cask.

The Glenlivet Rare Cask expression is matured in hand-selected first filled ex-sherry casks and released in uniquely numbered small batches, making it the perfect accompaniment for the Lunar New Year celebrations. On the nose there are subtle fruit notes of peaches in syrup, with hints of

ginger spiciness. The taste is perfectly balanced, with warm, fruity, orange marmalade flavors and subtle notes of vanilla and liquorice that leaves a long finish with hints of spiciness.

The Glenlivet Rare Cask retails at a RSP of US\$124 (1L) and is available now in select airports and duty free stores across the world.