

Tomatin Distillery debuts single malt campaign at Edinburgh Airport



Running until March 31, the activation invites passengers to sample the distillery's signature Highland spirit

[Tomatin Distillery](#) has launched its new 'To What Matters' campaign at Edinburgh Airport, alongside two of the Highland distillery's travel retail exclusive Scotch whiskies.

"A toast to shared purpose, families and togetherness, 'To What Matters' embodies the importance of people and place in the creation of Tomatin single malt whiskey. It symbolizes the dedication and craftsmanship which goes into every bottle, from the heart of the Scottish Highlands," explains a press release.

Running until March 31, the activation will provide passengers with an opportunity to sample the award-winning distillery's signature Highland spirit amongst photography from around the distillery and nearby landscape.

"The Tomatin 8 Year Old is sweet and fruity, matured in ex-Bourbon and ex-Oloroso Sherry casks. 1

Aromas of vanilla-sweetened baked apples and pears develop into deeper dark fruit flavours, gently balanced with ginger and cinnamon for a sweet and spicy finish."

Bottled at 40% ABV, the 8 Year Old is exclusively available in travel retail as a one-liter bottle with a RRP of £35.99 (US\$43).

"The Tomatin 12 Year Old's classic smoothness is derived from maturation in traditional oak, ex-Bourbon and ex-Spanish Sherry casks. The liquid carries aromas of wild heather, pine and cedar which sweeten to reveal notes of crème caramel with apples, pears and mango before a full-bodied and buttery finish."

Bottled at 43% ABV, the 12 Year Old is exclusively available in travel retail as a one-liter bottle with a RRP of £44.99 (US\$54).

Tomatin's full travel retail exclusive range also includes Tomatin 16 Year Old and Tomatin 21 Year Old, which are available at airports worldwide.

Graham Nicolson, Global Sales Director at Tomatin Distillery, said, "The debut of 'To What Matters' alongside a collection of some of our finest expressions is a fantastic opportunity for those traveling through Edinburgh to discover the wonders that are hidden in our casks here at Tomatin. The Tomatin 8 Year Old is a light, delicate and approachable single malt, giving it a broad appeal - it's a great introductory malt at an extremely competitive price point. The Tomatin 12 Year Old, is remarkably smooth and easy drinking, consistently winning awards for many years. We are constantly striving to push the boundaries within our whiskey portfolio, and our global travel retail range is no exception."