

Tullamore D.E.W. Rouge! TR exclusive launches in Dublin



Tullamore D.E.W. Rouge (RRP €58) will be sold exclusively as part of The Irish Whiskey Collection at The Loop, Dublin airport for six months, with the wider Global Travel Retail roll-out planned for April 2022

William Grant & Sons has announced the launch of a new limited-edition, travel retail exclusive expression from Tullamore D.E.W., the world's second largest selling Irish whiskey brand.

On October 1, Tullamore D.E.W. Rouge began its six-month exclusive at The Loop, Dublin Airport.



Travelers can pre-order a bottle via The Loop Click & Collect service at theloop.ie and can also trial the liquid at the Tullamore D.E.W. Rouge pop-up activation in Terminal 1 during the month of October

Tullamore D.E.W. Rouge marries Irish whiskey tradition with French wine tradition, as the 13-year-old Irish Single malt whiskey is finished in French Bordeaux Red Wine casks.

David Wilson, Managing Director for GTR at William Grant & Sons, said: “The launch of Tullamore D.E.W. Rouge is a very exciting development for the brand and underlines our commitment to releasing unique and interesting exclusives into the travel retail space. We are delighted to launch this liquid exclusively with Dublin airport in the brand’s home country and we look forward to the wider availability of Tullamore D.E.W. Rouge in Global Travel Retail next year”



Premiumization is set to lead Irish whiskey market growth over the next five years. Tullamore D.E.W. Rouge plays in the ultra-premium space, which is valued at US\$141 million globally and US\$13 million in Global Travel Retail

John Quinn, Tullamore D.E.W. Global Brand Ambassador said: “After maturing the single malt whiskey in Bourbon casks for 13 years, it is carefully finished in ex-Pomerol casks, a renowned red wine from the Bordeaux region of France. It gives incredible fruity aromas and full body - with deep and luscious notes of ripe grape and soft tannin spice.

He continued; “This is a very special liquid and one that we are incredibly proud to release. We are big admirers of France’s unrivalled distinction in wine production as we ourselves aspire to the same excellence in whiskey production. We are delighted to combine these unparalleled flavours and celebrate this fusion of craft from two countries to bring both whiskey and wine lovers a rich tasting experience.”

Speaking on the collaboration, Tracey Jordan, Alcohol & Tobacco Buyer ARI Ireland said: “We are delighted to secure exclusivity for Tullamore D.E.W Rouge and add it to our ever expanding multi award winning ‘Irish Whiskey Collection’ at The Loop, Dublin Airport. We look forward to welcoming our customers to taste this splendid whiskey and we are delighted to give them the opportunity to purchase this special release within Travel Retail.”