

Whisky connoisseurs raise a dram to Secret Speyside at global launch event



The Secret Speyside Collection is a selection of 18-30yo whiskies from four of Speyside's highly sought-after distilleries

Whisky experts and enthusiasts from around the world gathered to celebrate the launch of Secret Speyside, a collection of 15 aged single malt whiskies from four Speyside distilleries.

The launch event, held in London, enabled guests to discover the rich histories of these distilleries through artistic dance and poetry performances and tastings.

"We are extremely excited to bring this rare and unique collection of Scotch single malts to consumers around the world. Not only does Secret Speyside give customers the opportunity to try a stunning selection of expertly crafted whiskies, but it also allows them to connect with the strong history and heritage of the iconic Speyside region," said Laura Lung, Global Marketing Manager, Malts, Pernod Ricard Global Travel Retail.

"The response to the Secret Speyside collection from consumers and whisky experts alike has been incredibly positive, and this is reflected in strong sales across key regions."

The Secret Speyside Collection is a selection of 18-30yo whiskies from four of Speyside's sought-after distilleries.

It consists of three rare single malts from each of Glen Keith, Longmorn and Braes of Glenlivet, together with three peated and three unpeated expressions from Caperdonich.

Caperdonich: The Vanished Distillery: This collection contains the only available single malts from this now-closed distillery. The whiskies offer a rare opportunity to discover peated and unpeated expressions of the same age, from the same distillery.

Longmorn: The Pioneering Distillery: Blending technology and craft, Longmorn was designed by founder John Duff in 1894. Longmorn has long been considered world class by distillers, blenders and connoisseurs.

Glen Keith: The Landmark Distillery: Glen Keith was the first Speyside distillery built in the 20th century. This collection marks the first official aged release from this century from the landmark distillery on the banks of the River Isla.

Braes of Glenlivet, the remote distillery: This is the first official bottling from one of the highest distilleries in Scotland.

Secret Speyside is available now, exclusively in global travel retail locations. It will be rolled out to other markets from July 2020.

The Secret Speyside collection features the following single malt whiskies:

Caperdonich:

18 year old peated (48% ABV) US\$130
21 year old peated (48% ABV) US\$290
25 year old peated (cask strength) US\$550
21 year old unpeated (48% ABV) US\$250
25 year old unpeated (48% ABV) US\$480
30 year old unpeated (cask strength) US\$990

Longmorn:

18 year old (48% ABV) US\$100
23 year old (48% ABV) US\$290
25 year old (cask strength) US\$450

Glen Keith:

21 year old (43% ABV) US\$180
24 year old (43% ABV) US\$380
28 year old (43% ABV) US\$500

Braes of Glenlivet – this range is a Dubai Duty Free exclusive:

25 year old (48% ABV) US\$400
27 year old (48% ABV) US\$450
30 year old (cask strength) US\$600