

# Whyte & Mackay focuses on Malt category growth at TFWA Asia Pacific



Fettercairn Highland Single Malt Scotch Whisky is set to hit the TFWA Asia Pacific spotlight

Whyte & Mackay returns to the 2024 TFWA Asia Pacific Exhibition with a dedicated focus on growing the vibrant travel retail Malt market in Asia Pacific through new product innovation and working with partners to remove barriers to purchase in the market.

At the heart of the company's innovation offer will be the new travel retail exclusive release from Fettercairn. As it marks the start of its bicentennial year, Fettercairn is looking to continue the momentum which has seen it become a key driver of spend in the market and, alongside The Dalmore, outperform the category by 24% in Asia Pacific alone (IWSR).

The new three-expression Fettercairn travel retail exclusive range features a 14 Year Old, 17 Year Old and 25 Year Old edition, all of which demonstrate the brand's unique tropical house style. The whole range is non-chill filtered, natural color and available in 70cl format.

Janice McIntosh, Marketing Director Global Travel Retail, said, "Asia Global Travel Retail is incredibly important for ultra-premium+ Single Malt Scotch Whisky with the region responsible for over 50% of category value sales. The Fettercairn new range will ensure the strong growth of the brand continues to propel this category growth for our partners attracting travellers with the unique progressive Highland Malt flavour profile and distinctive packaging."

Demand for newness is a key driver of spend in the travel retail Malt market around the world, and in Asia Pacific too. But despite the power of the Malt sector in travel retail, conversion remains low and spend could be higher. Whyte & Mackay is dedicated to identifying the barriers to purchase and helping to unlock long-term growth.

Dedicated research carried out by Whyte & Mackay at point of purchase has looked at establishing how to make the market easier for shoppers to understand and navigate. Consumers' desire for storytelling and emotional connection is well served in the whisky market, but with conversion at 37% there is great untapped potential.

Using data gleaned from consumers, Whyte & Mackay has developed a growth plan build around six key principles and tailored to four defined shopper missions and purchase decision moments. This plan is now in the testing stage and the Whyte & Mackay team is looking forward to discussing both it and the potential for growth with partners and stakeholders in Singapore.

The TFWA Asia Pacific Exhibition takes place from May 13 to 16 at Singapore's Marina Bay Sands Expo & Convention Centre. The Whyte & Mackay team will be located at Stand 2-N2, Basement 2.