

William Grant highlights Glenfiddich Perpetual Collection at TFWA Asia Pacific



Vat 01 from Glenfiddich's Perpetual Collection

William Grant & Sons returns to [TFWA Asia Pacific](#) this year, with a focus on the [Glenfiddich Perpetual Collection](#), the brand's biggest launch in global travel retail in the last decade.

According to the company, "Featuring four single malt whiskies, each matured within vats that have never been emptied, adding continuous layers to flavors, the Glenfiddich Perpetual Collection began its global travel retail launch in August 2022."

The Collection comprises:

- Vat 01 (ABV 40%) - "Elegant and smooth, this expression uniquely layers sweet and spicy notes with hints of creamy vanilla and subtle oak, for a soft and mellow taste with added depth due to its maturation in bourbon & red wine casks."
- Vat 02 (ABV 43%) - "Mellow yet complex, with hints of rich fruit and subtle spice. Matured in Spanish sherry casks, this rich single malt delivers a deliciously smooth taste."
- Vat 03 (ABV 50.2% - non-chill filtered) - "Elevated over 15 years of maturation in American, Virgin American oak, and European Sherry casks, this full-bodied whisky harmoniously combines warm notes of spice with hints of nutty marzipan and dark sherry oak. A satisfyingly rich and sweet Glenfiddich."
- VAT 04 (ABV 47.8% - non-chill filtered) - "Warming and refined. Patiently aged in Oloroso sherry and bourbon casks for 18 years, VAT 4 delivers a deep, rich aroma of robust oak, ripe orchard fruit and baked apple. A luxuriously fruity and exceptionally rewarding Glenfiddich."

The Glenfiddich Perpetual Collection has featured extensively since its launch in key regional airports, including Haikou Meilan, Singapore Changi and Taiwan Taoyuan Airports.

"As the world continues to recover from the unprecedented challenges of the COVID pandemic, we are thrilled to now see a strong resurgence in passenger traffic across Asia Pacific," said David Wilson, Managing Director, Global Travel Retail, William Grant & Sons.

"Whilst the pandemic was disruptive, it also provided us the opportunities to work closely with our valued partners and continue to offer exciting brand and consumer experiences. Our New Glenfiddich Perpetual Collection, which is exclusive to travel retail, we believe has brought fresh excitement for Glenfiddich and travel retail. It has been one of our biggest launches to date, achieving excellent distribution, brand awareness and excitement! We are delighted to join our fellow industry colleagues at this year's TFWA Asia Pacific in Singapore to celebrate the encouraging progress of our channel, reaffirming our commitment to providing exceptional travel experiences for our valued customers."

At the exhibition, William Grant & Sons will be located at Stand number Basement 2 N19, and will host a happy hour on the stand from 5:30 to 6:30pm on May 9 and 10.