

# Edrington GTR showcases latest innovations at Raffles Hotel



Edrington GTR's Highland Park showcase at the Raffles Hotel in Singapore

[Edrington](#) Global Travel Retail recently unveiled the latest innovations from its portfolio of single malt, blended malt and rum brands at an immersive experience at the Raffles Hotel in Singapore.

According to the company, over 170 guests, including media and customers from 40 different retailers, attended the event, which took place during the TFWA Asia Pacific Exhibition & Conference in May.

Guests were invited to discover the latest launches from The Macallan, Highland Park, The Glenrothes, Brugal and Naked Malt. The expansive 1,375-square-meter space, which spread across the entire third floor of the Raffles Hotel suite wing, brought to life each of Edrington's brands via experiential elements, including special tastings.

"Partnership is one of the cornerstones of our business in travel retail, so we value hugely the opportunity to meet in-person to discuss ways to strengthen our collaboration, drive growth and look ahead at the wealth of innovations coming from our brand teams," said Jeremy Speirs, Regional Managing Director Global Travel Retail. "Doing this within a stunning experiential space at the iconic Raffles Hotel helped bring to life the luxury credentials of our portfolio, and elevated the experience we were able to offer our partners."



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## **The Macallan**

One of the main attractions was a preview of The Macallan Colour Collection – a new global travel exclusive range of whiskies set to launch in September 2023 that celebrates The Macallan’s commitment to natural color through sherry seasoning.

In The Macallan branded suite, Home Collection –The Distillery and The Macallan M Collection – M Decanter, M Black and M Copper, took center stage. Home Collection –The Distillery is the first edition in a new annual release series that is inspired by the natural beauty of The Macallan Estate. The Macallan M collection is a celebration of the Six Pillars foundation stones that have illuminated the path to create The Macallan’s unique spirit.

Also on display in The Macallan space: The Macallan Red Collection, a selection of high-aged expressions that reflect the brand’s deep respect for tradition and craftsmanship, the seventh release from The Macallan Archival Series, Folio 7, and The Macallan Horizon, the first limited-edition single malt whisky created in partnership with Bentley Motors.

## **Highland Park**

Several limited-edition and exclusive Highland Park bottlings were showcased in front of a backdrop of visuals that depicted the whiskies’ tasting notes.

A key highlight was the exceptionally rare Highland Park 54-Year Old. Originally laid down in 1968, it is the brand’s oldest whisky to date, with only 225 bottles having been produced. The whisky is encased in a bespoke embossed bottle, with a box crafted from the finest Scottish oak.

Other notable expressions featured were the Highland Park Single Cask #2576, created exclusively for Lotte Singapore, as well as other aged statements such as the Highland Park 21-Year-Old, 25-Year-Old, 30-Year-Old and 40-Year-Old.

### **The Glenrothes**

A space dedicated to highlighting The Glenrothes' ongoing premiumization showcased two highly-aged and sought-after expressions - the 40-Year-Old and the 42-Year-Old. The latter is the result of a union of hand-selected casks that have matured for more than four decades on The Glenrothes Estate, and is the first of its age to be released by The Glenrothes. Only 1,134 bottles are available worldwide.

### **Naked Malt**

Edrington's Naked Malt also benefited from its own display area, with the focus on bringing to life the brand's playful identity, as well as its cocktail-driven recipe. Naked Malt 1L was supported by a wealth of props and visuals which amplified its mixology credentials and spirit of creativity.

### **The Famous Grouse and Brugal**

Four products from blended Scotch whisky brand The Famous Grouse were spotlighted, including a new premium addition, The Famous One. Matured partially in sherried American oak casks, it pays homage to the roots of sherry cask expertise, while experimenting with more contemporary honeyed flavors.



The Brugal display at the Raffles Hotel

Premium rum brand Brugal presented three expressions - Brugal 1888, Andrés Brugal and Colección

Visionaria. Created to celebrate the year the brand was founded, 1888 is double matured in hand selected ex-bourbon American oak casks and first-filled Spanish sherry seasoned oak casks.

Expertly crafted by fifth generation Maestra in paying homage to founder Andrés Brugal, Andrés Brugal is the first ever release that skilfully blends two double-aged reserves with first fill single casks. It is limited to 460 bottles globally.

Colección Visionaria is an exclusive limited release that embodies Brugal's visionary spirit and 130-year rum making expertise. The rum features handpicked Dominican ingredients that are toasted in the finest casks, resulting in an exquisite rum that is rich, elegant and rounded.