

Le Clos brings Balblair to market at DXB



The Balblair core collection is now stocked by Le Clos, which has become the exclusive airport retailer of the brand outside of Europe

International Beverage has achieved a landmark listing of Balblair, its super-premium single malt Scotch whisky brand, with Le Clos, the prestigious fine wine and luxury spirits retailer.

Le Clos is recognized for bringing rare and desirable products to market for its wide-ranging clientele at Dubai International, the world's busiest international airport, and Balblair is now part of its top-tier portfolio.

In the spring of this year, Balblair single malt Scotch whisky was re-launched to travel retail, featuring premium new bottles and luxury packaging, reflecting the distillery's unique and idyllic location. Found in 1790, the distillery is one of the oldest working distilleries in the world.

James Bateman, Sales Director of Global Travel Retail, International Beverage, says: "International Beverage is delighted to partner with Le Clos to launch Balblair single malt Scotch whisky. Le Clos' knowledgeable staff members have proven expertise in bringing to market luxury spirits and its established reputation as one of the world's busiest airports is an important platform for building awareness amongst potential shoppers and collectors. The new Balblair range highlights the traditional values of Highland single malt Scotch whisky with a genuine provenance and an emphasis on quality. Le Clos is the perfect showcase."

Ben Odgers, General Manager, Le Clos, includes: "Balblair is a superb Scotch whisky brand, with a wonderful provenance, and one which has found a natural home on the shelves of Le Clos. We are at the crossroads of the world at DXB, and our stores give great positioning to reach whisky collectors and enthusiasts from around the globe - a type of customer which is vital to the growth of the Balblair brand."

The core range of Balblair, which features a 12YO, 15YO, 18YO and 25YO is now available for purchase in Le Clos stores across Dubai International airport and online.