

Lotte Duty Free and King Car Group seal Kavalan partnership



King Car Group CEO Albert Lee (left) and Lotte Duty Free Head of Merchandising Group Seung Kook Lee celebrate the new Kavalan collaboration

Lotte Duty Free Shop has signed a business agreement with King Car Group, the producer of Taiwan's Kavalan whisky to extend the single malt's presence in global travel retail.

Key officials, including Seung Kook Lee, Lotte Duty Free Head of Merchandising Group, Albert Lee King Car Group CEO, Lim Hyung-il Lotte Duty Free Head of Product Division 1 and Cyndi Lin, Car Group Head of International Business attended the MOU signing ceremony held on March 27.

The two companies plan to open a Kavalan flagship at Lotte Duty Free's downtown store in Seoul and to develop exclusive products. The two companies also plan to expand Kavalan's presence in major overseas locations, including Singapore Changi, Melbourne Airport, Guam and Hanoi airports.

Kavalan whiskies have been produced since 2006 and are known for their fine aroma and smooth taste. The brand's quality has been recognized through over 700 medals at leading international liquor competitions.

Kavalan whisky was launched at Lotte Duty Free Shop in the domestic duty free industry in 2017. The travel retailer noted the brand's popularity, with sales of its products increasing approximately 3,580% last year.

The Kavalan portfolio includes Pedro Jimenez Sherry Solist, Port Solist and Vinobarique Solist which are all popular on Lotte Internet Duty Free online liquor store.

Seung Kook Lee, Lotte Duty Free Head of Merchandising Group, said, "We plan to expand Kavalan whisky products to Lotte Duty Free's main channels by establishing a strong cooperative relationship with King Car Group. We will continue to strengthen partnerships with global brands and product buying competitiveness to provide Lotte Duty Free customers with differentiated items."