

# Osprey Duty Free introduces 'homegrown' Idaaya Himalayan sipping rum



A special event marked the launch of Idaaya sipping rum with Osprey Duty Free at India's Mumbai Airport earlier this month

Osprey Duty Free has welcomed a new local brand, Idaaya Himalayan sipping rum, to its portfolio. An exclusive event at Mumbai Airport on July 12 marked Idaaya's launch as India's first homegrown, travel retail-exclusive, award-winning sipping rum.

Idaaya takes inspiration from ancient Indian wisdom in the Arthashastra scriptures. The rum is aged for 12 years in bourbon casks and finished in a Solera system of Sal wood casks, "bridging the gap between traditional and contemporary techniques". Idaaya boasts a deep amber color and an inviting aroma of jaggery, vanilla and all-spice. The first sip offers hints of caramel, dark chocolate, and tropical fruits, culminating in a lingering taste, which is said to be evocative of the Himalayas.



Idaaya sipping rum: "A taste of India unlike any other"

Avishek Bambi Das, CEO of Osprey Duty Free, said, "We are thrilled to offer a platform for Idaaya rum. This meticulously crafted dark rum embodies the rich heritage of Indian rum-making, and we are confident it will resonate with the sophisticated palates of our discerning clientele, as their demand for homegrown spirits continues to rise."

Karishma Manga Bedi, Founder & CEO of Idaaya Spirits, commented, "Idaaya strives to capture the essence of discovering a moment of reflection and the spirit of exploration in every bottle, and it feels amazing to have received so much appreciation. Moreover, we're super excited to partner with Osprey Duty Free, as they share our passion for showcasing exceptional products to a global audience, especially to those seeking India's rich heritage."

Since its launch Idaaya has received Double Gold at the 2024 International SIP Awards. The rum earned a Silver award for Rums made in Asia at The Asian Spirit Master 2024 chaired by The Spirits Business and Bronze at the International Wine and Spirits Competition 2024 in the aged category.

According to Osprey Duty Free, Idaaya's arrival "promises to make it a favorite among selective travelers". "Whether enjoyed neat, on the rocks, or with a burnt orange twist, Idaaya offers a taste of India unlike any other. It's a spirit that invites exploration, reflection, and a connection to the rich heritage of its homeland," the travel retailer added.