

# Teeling and CDFG launch Vintage Reserve Collection



Teeling Whiskey has a permanent location at Haitang Bay; the Vintage Reserve collection will be available in Hainan until end of February, 2022

Bacardi Global Travel Retail has premiered Teeling Whiskey – The Vintage Reserve Collection to end of February 2022 at the CDFG Haikou Duty Free Shop in downtown Haikou on an exclusive basis in travel retail.

Teeling Whiskey - The Vintage Reserve Collection comprises three aged expressions created from hand-selected casks especially chosen by the Teeling family for their distinctive characteristics,

Vinay Golikeri, Managing Director, Bacardi Global Travel Retail, explains the significance of the launch. “Irish whiskey is still a new and evolving category in China and it’s a very exciting one that is fast gaining a following amongst contemporary whiskey drinkers, especially in first-tier cities. Teeling appeals to the new generation because it is new and different with an accessible style and taste that suits the Chinese palate, underpinned by its award-winning credentials. China has the potential to quickly become one of the largest markets for Irish whiskey and this partnership with China Duty Free Group in Hainan is a powerful launch-pad for Teeling Whiskey – The Vintage Reserve Collection.”

Jack Teeling, founder of Teeling Whiskey Company, adds: “We are extremely proud to release some of the oldest ever bottlings of Irish Single Malt with our Vintage Reserve Collection. The opportunity with China Duty Free Group in Hainan is the perfect potential to build on our success to date in China, extending our footprint to reach the new wave of whiskey drinkers. Teeling can match and beat any whiskey from around the world as our track record in award wins has shown, and we are excited to take the lead in shaping the bright future we see for the Irish Whiskey category in China.”

Charles Chen, President of China Duty Free Group states: “There is a growing interest in premium,

aged Irish whiskey amongst our shoppers from across China and we are honored to be the first travel retailer to list Teeling Whiskey - The Vintage Reserve Collection. China Duty Free Group is continually enhancing our range to excite and delight our customers and we are very pleased to expand the award-winning range of Teeling in our stores."

The Teeling Whiskey 38 YO Single Malt Very Rare Cask is a limited edition of only 200 numbered bottles, 35 of which are available through China Duty Free Group in Hainan. 70cL US\$14,000.

The Teeling Whiskey 32 YO Single Malt Rum Cask was distilled in 1988 and matured in ex-Rum casks for 32 years, with 750 bottles created. 70cL US\$4,000.

The Teeling Whiskey 2001 Vintage Reserve Single Cask is exclusive to China Duty Free Group with only 300 bottles created. Aged for 19 years in an ex-Madeira cask. 70cL US\$650.