

Yamazaki 55YO sells for €488K at Istanbul



Unifree Duty Free and JV partner Gebr. Heinemann have sold a bottle of the extremely limited Yamazaki 55 Year Old Whisky for close to half-million Euros.

This rare whisky launched in Istanbul airport in December 2021, and customers were invited to place a bid. A total of eight interested customers made a valid offer; a customer from China made the successful bid and ultimately purchased the bottle.

The oldest single malt whisky in the history of the House of Suntory is a blend of three exceptional single malts from the 1960s, featuring components distilled under the supervision of Suntory's founder Shinjiro Torii. Suntory released 100 bottles in Japan in 2020 under a lottery system, then releasing 100 more throughout the rest of the world in 2021. A certain number of bottles were allocated to key travel retail partners, including Gebr. Heinemann.



Since December 2021, the extremely rare Yamazaki 55 Year Old has been on display in the Unifree Duty Free Shop at Istanbul Airport

Ali Şenher, CEO of Unifree Duty Free, says: “We are thrilled that this record-breaking sale has taken place at our store. It provides further evidence that special products can help to achieve amazing results for airport retail and that Istanbul Airport is the perfect site to offer rarities like the Yamazaki 55 Year Old to a particularly discerning international clientele.”

“We always strive to offer our travelling shoppers superior experiences and premium products. Whisky enthusiasts know they can rely on Heinemann and our joint venture partners as a flagship destination for the discovery of rarities like the Yamazaki 55 Year Old. Our effort going forward will be to continue to focus on premium and exclusive products in all categories and locations,” says Ruediger Stelkens, Director Purchasing Liquor, Tobacco and Confectionery at Gebr. Heinemann.