



International Beverage introduces its duty free range at Indira Gandhi International Airport, Delhi

Delhi, November 15, 2016: Global drinks player International Beverage Holdings Limited (IBHL), a wholly-owned subsidiary of Thai Beverage Public Limited Company, has introduced three of its finest spirits in the duty free stores at Delhi's Indira Gandhi International airport. The company will offer two of its flagship Highland single malt whiskies - Old Pulteney and Balblair; and a super-premium handcrafted Scottish gin - Caorunn for consumers travelling through Terminal 3.

"As a company committed to investment in the global travel retail sector, our presence at Indian airports, starting with Delhi, is a fantastic opportunity to seed our brands in the minds of customers travelling to and from India. Through our exclusive range of highly coveted single malts and gin, we offer these travellers a more premium choice to experience a world of fine spirits," says James Bateman, Travel Retail Director, IBHL.

IBHL entered India last year through Dhall Foods, a food and beverage distributions partner with a legacy of over 30 years. Its portfolio is present in major Indian cities like Delhi, Mumbai, Pune, Bangalore and Gurgaon, both on and off premise, with its core range of the above portfolio along with its classic Speyside whisky, Speyburn.

Varun Anand, Manager -Buying (Liquor & Confectionary), Delhi Duty Free Services (DDFS) also welcomed the brands' inclusion, "Delhi Duty Free is the largest duty free retail set up in India, and we are in continuous pursuit to enrich the traveller experience here by expanding our collection with products for luxury living. At present, single malts is the fastest growing category with us and is even taking over the share of the blended scotch category. The two single malts - Old Pulteney and Balblair coupled with a premium gin, Caorunn add to our collection of the finest spirits from all over the world. We are delighted to include these well established brands at DDFS."

"Travellers today are more knowledgeable and increasingly willing to spend on premium experiences, including within the spirits category. We believe the timing is perfect to introduce our flagship brands in the Indian travel retail space, thus offering greater choice to discerning travellers seeking diverse experiences within both the single malt category and the premium gin segment" said Kavir Advani, Country Advisor for IBHL.

All three IBHL brands have bagged a number of international awards, the most recent being the World's Best Single Malt Whisky of 2016 by prestigious World Whiskies Awards given to Old Pulteney 1989.

This is not the only time that the Old Pulteney has won one of the highest accolades in the whisky industries. Its 21 Year Old holds the coveted title of 'World Whisky of the Year' for 2012 in Jim Murray's Whisky Bible - one of the industry's highest honours. Known as the 'Maritime Malt', many say they can taste a faint hint of the sea in Old Pulteney thanks to the

Distillery's windswept location and close proximity to the North Sea. Expressions that will be showcased at the DDFS include the Old Pulteney Lighthouse Collection; travel retail exclusives comprising three single malts named after historic lighthouses located along the North Sea coastline near the Pulteney Distillery. These are Noss Head, which is matured in ex-American Bourbon casks, Duncansby Head, which is matured in a selection of ex-Bourbon and ex-Sherry casks and Dunnet Head Limited Edition, which is matured in a greater proportion of ex-Sherry casks.

Balblair only releases vintage whiskies, which are unique in the way they are named after the year they were made, rather than being made to specific age statements. Vintages selected by Balblair are at their absolute peak of perfection, each hand-picked to represent the very best that the distillery has to offer. Every cask is sampled, judged and selected by John MacDonald, the Distillery Manager, to find its optimum maturation point - The point at which "each Vintage says it's ready." Balblair's 1999 Vintage and 2004 Bourbon Cask Vintage expressions, bottled exclusively for Duty Free retail, will be showcased at DDFS.

Besides the single malts, Caorunn is the only gin in the world that is handcrafted at a working malt distillery in the Speyside region of the Scottish Highlands. The secret to this small batch gin is in its unique botanical mix, which is infused with handpicked Celtic botanicals grown by the distillery. Multi award-winning Caorunn is the No. 2 super-premium gin in Scotland and No. 3 in the UK. (Nielsen 2015)

About International Beverage Holdings

International Beverage Holdings Limited is one of the industry's most dynamic global drinks Businesses. Established in 2006 as the international arm of ThaiBev, the company specializes in developing distinctive, premium local brands for global growth, with a portfolio that is led by a range of high quality Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the market today. These high quality brands are enjoyed by consumers in over 85 global markets.

International Beverage's international operation is headquartered in Hong Kong, with two major bases in China and Scotland and a growing number of regional hubs around the world. International Beverage is committed to producing brands of character, representing the care and craftsmanship of the people that make them - from the brewers of Chang Beer in Thailand, to the distillers of the fine single malt Scotch whisky Old Pulteney in Scotland. Crucially, the global development of every brand continues to be rooted in its home territory, supporting the company's mission to build authentic brands of outstanding character.

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