



For immediate release
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TFWA World Exhibition Preview

Speyburn releases new 16 Year Old expression exclusive to travel retail

New expression to be unveiled in Cannes

Following the successful introduction of **two premium Global Travel Retail exclusive whiskies, Hopkins Reserve and 10 Years Old**, Speyburn single malt Scotch whisky is further amplifying its commitment to the channel by adding a **third expression** to its exclusive traveller range: **Speyburn 16 Years Old**.

Speyburn 16 Years Old will be **unveiled at the Tax Free World Association (TFWA) World Exhibition** and Conference in Cannes in October.

Matured for sixteen years in a traditional dunnage warehouse in the secluded Speyside valley that Speyburn founder John Hopkins chose over 120 years ago, **this fine single malt has absorbed the natural elements of the outstanding Speyside region**. The result is a liquid bursting with notes of **zesty fruit and creamy vanilla**. Sweet pears and tropical pineapple give way to hints of white chocolate and honey, all wrapped together with a gentle spice.

As the **only distillery to use the pure, crystal-clear water of a hidden, previously untouched stream** named the Granty Burn, Speyburn offers **the essence of Speyside** in every dram.

Wholly matured in American oak ex-bourbon barrels, Speyburn 16 Years Old is **bottled exclusively for the global traveller at a strength of 43%**, to best complement its character.

This travel retail offer will indeed be global, available in one-litre bottles with an RRP of €75.



James Bateman, Global Travel Retail Director, commented: *“The new travel retail-exclusive 16 Years Old is the perfect complement to the existing two TR-exclusive whiskies, Hopkins Reserve and 10 Years Old. Travellers are now offered a complete range of expressions that cater to different palates and drinking occasions – with Speyside character at the heart of each expression.”*

International Beverage views travel retail as a distinct global market, and it is important to us to support that channel with exclusives such as this. Single malt Scotch whisky continues to gain upward sales momentum around the world, and the travel retail platform is the perfect place to reach anyone interested in these whiskies – from travellers just embarking on their single malt journey to whisky aficionados looking to add to their collection.”

Please stop by the **International Beverage stand, Marine Village S2/S3**, to taste this new release and **other travel retail exclusives** including **Caorunn Gin Master’s Cut**, which has been offered exclusively through World Duty Free throughout the UK in **the brand’s most aggressive airport initiative to date** and will be released globally in Cannes.

Also at the International Beverage stand Marine Village S2/S3, **Old Pulteney, “The Maritime Malt”** is having an exciting global travel retail launch on October 1. Be sure to drop by to sample this and more.

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Editor’s notes:

Speyburn 16 Years Old Tasting Notes:

COLOUR: Delicate golden.

NOSE: Brimming with fruit flavours, accompanied by creamy vanilla and toffee notes, with a touch of liquorice.



TASTE: Medium bodied with hints of vanilla, honey and chocolate. The sweet finish is long lasting with a hint of oaky spice.

A sweet, fruity Speyside character.

Maturation – Wholly matured for sixteen years in hand-selected American oak ex-bourbon barrels. The resulting dram overflows with notes of tropical, zesty fruits, sweetened vanilla and creamy honey.

Availability – Global. Litre.

ABV: 43%

RRP: €75.00

- Speyburn launched three travel retail exclusives this year: Hopkins Reserve, Speyburn 10 Years Old and now Speyburn 16 Years Old
- As the distillery built up, so did Speyburn's malt drying floor, using layer upon layer of mesh, infusing it with the vibrancy of the Speyside air, helping to coin the phrase "Speyburn is Speyside"
- Speyburn has received a number of awards and accolades, including Whisky Distiller of the Year, from Whisky Magazine and Speyside Distillery of The Year" bestowed by New York International Spirits Competition, both in 2016
- Speyburn rolled out new packaging, including new gift boxes, in 2017