

Asia nets 8 of The Glenlivet '64' from prestige collection



Following the prestigious launch of just 100 bottles of The Glenlivet 'Vintage 1964' from The Winchester Collection, it has been announced that eight skus will be available to purchase in Hong Kong, Taiwan and Singapore airports throughout December and January.

The very first bottle of Vintage 1964 was launched at Harrods in October, with 'Bottle No.8' -the first to be made available in Asia Travel Retail – making its debut at the DFS Masters of Wines and Spirits event in Singapore, 8 November 2014.

The Winchester Collection, the world's first series of precious 50 Year Old single malts, has been crafted with generations of expertise from The Glenlivet Master Distillers and, says Pernod Ricard Travel Retail, is anticipated to become one of the most sought after whisky collections.

With the figure eight representing wealth and fortune in Chinese culture, the release of Bottle No.8 in Asia particularly significant, says the company.

The artisan bottles hand-crafted by British artisans using hand-blown glass, rose gold and Cairngorm Stone will be exhibited in elegant customised displays in the Taoyuan Airport T2 departure store, the prestige area display at Changi Airport T1 and both the departure and arrival stores at Hong Kong International T1.

Kim Tse, The Glenlivet Brand Manager at Pernod Ricard Asia Travel Retail, says, "We are very excited to launch a collection as significant as The Winchester Collection in Asia travel retail; it's a tribute to the heritage and craftsmanship of The Glenlivet distillery since 1824.

"We are also thrilled to have secured such a sought-after bottle number for Asia travel retail, with Bottle No.8 symbolising wealth and fortune in Chinese culture and perfectly supporting the launch of this prestigious range. Having eight bottles available for Asia travel retail also highlights the potential of the region as an increasingly important channel for luxury products."

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An undisclosed number of further releases from The Winchester Collection are set to follow, reveals Pernod Ricard, with 'Vintage 1966' confirmed to be next in line.

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