

Dewar's launches Scotch Whisky TR exclusive gift-box for Chinese New Year

Bacardi-owned blended scotch whisky, Dewar's, has launched a limited-edition travel retail exclusive gift-box presentation of its 18yo blended scotch whisky to celebrate the Chinese New Year of the Rat (24-27 January 2020).

The launch is supported in-store with the core message of 'Celebrate with the Most Celebrated', emphasising Dewar's position as the world's most awarded blended scotch whisky, according to Bacardi.

Double-aged in oak casks for extra smoothness, Dewar's 18yo is a creamy, full and well-rounded blend. Honeyed in taste with a hint of marzipan, this product is presented in a limited-edition travel retail exclusive one-litre presentation gift-box with a recommended retail price of \$99.99. Local market prices may vary.

The Dewar's 18yo Chinese New Year limited-edition gift-box is available in Bangkok (*King Power International*), Beijing (*Sunrise*), Hong Kong Airport (*Lagardère*), Hong Kong border (*Anway*), Jakarta (*Heinemann*), Kuala Lumpur (*Eraman*), Manila (*Duty Free Philippines*), Seoul (*Lotte and Shilla*), Shanghai (*Sunrise*), Sri Lanka (*Dufry Group and Flemingo*), Taipei (*Ever Rich*) and Zhuhai (*Zhuhai duty free*).



The Dewar's 18yo Chinese New Year limited-edition gift-box is available in a number of Asia Pacific travel retail locations.