

Chivas Regal reinvents its 18 year-old classic

Pernod-Ricard pillar Scotch Whisky brand, Chivas Regal, has reinterpreted its classic Chivas 18 expression with the launch of the Ultimate Cask Collection, exclusively for travel retail.



According to Pernod Ricard, each of the limited edition whiskies from the new Chivas 18 Ultimate Cask Collection will be finished in varying types of casks to 'magnify a selection' of the 85 flavour notes of the original Chivas 18.

The First Fill American Oak Finish is the first in the new travel exclusive series, to be released, in October.



PRTR says for the first limited edition release, Chivas 18 has been rested for a period of time in first fill American Oak casks, giving the expression 'more indulgent vanilla and caramel notes with a deep golden hue'.

"Preserving all the essence of its rich taste, Chivas 18 Ultimate Cask Collection First Fill American Oak Finish has been non-chill filtered."

Colin Scott, Chivas Regal Master Blender says that the first release is designed for the 'sophisticated palate': "For the first edition of the Chivas 18 Ultimate Cask Collection we wanted to create a unique blend that accentuates the most iconic notes of Chivas Regal 18 Year Old, through a special finish in hand-selected First Fill American Oak casks. Designed for the sophisticated palate, the whisky provides a truly balanced taste and a velvet smooth finish."

Richard Black, Chivas Regal Global Brand Director, adds: "The Chivas 18 Ultimate Cask Collection First Fill American Oak Finish presents an exciting opportunity for ultra-premium whisky drinkers to explore further tasting experiences from an iconic and well-loved brand."

"The collection taps into the increasing demand from travellers looking for unique products that can be offered as a luxury gift or shared back home during special moments and will be an exclusive addition to retail channels in airports around the world."

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Chivas Regal held a tasting event in London recently.

The Chivas 18 Ultimate Cask Collection is bottled at 48% ABV and exclusively available in global travel retail at a price of \$125 USD. The first launch will be followed by two further expressions, to be released every 18 months