

## Bacardi's introduces new Dewar's 25, finished in Royal Brackla casks

By **Wendy Morley** on September, 26 2017 | Spirits & Tobacco



At the TFWA World Exhibition in Cannes this October, Bacardi will launch a new age-statement whisky. Dewar's 25 will launch in Global Travel Retail, followed by a gradual roll-out into key domestic markets. The new addition to the Dewar's portfolio will replace Dewar's Signature as part of Bacardi's and Dewar's commitment to age statements.

Master Blender Stephanie MacLeod chose from a selection of fine aged malt and grain Scotch whiskies aged 25 years and older. Once she was satisfied, the selected casks were blended together and then filled into oak casks for an additional period of maturation, a process pioneered by Dewar's, known as double-ageing, to add more depth and enriched smoothness. Then in an extra step unique to the new 25-year-old expression, the whisky went into freshly disgorged Royal Brackla casks for an extra period of finishing.

MacLeod states: "Dewar's 25 is endlessly smooth, rich and elegant. Awakened on the palate: the sophisticated whisky is glorious in its harmony and balance, gently revealing layers of rich fruit, floral notes and delicate honey, with a hint of smoke to finish."

Fraser Campbell, Global Ambassador for Dewar's comments "Disclosing the ages of our blends allows discerning whisky drinkers to choose an expression with a maturity and flavor profile that matches their own character preferences. Dewar's remains committed to age statements as a sign of craftsmanship and quality. In a world where aged stock is increasingly rare, we are proud to display an age on the front of our bottles."

According to Bacardi, the IWSR states that Dewar's is the fastest-growing premium blended Scotch in the world. DEWAR'S is also the world's most awarded blended Scotch with medals for quality, taste and innovation to-date. Adding to the vast list of awards to support this, DEWAR'S 18 Years Old has been crowned Best Blended Scotch (under 21 years) at the International Spirits Challenge 2017.

DEWAR'S 25 Years Old is bottled at 40% ABV and will be available from September 2017, priced at US\$225.