

## New Highland Park expression takes flight exclusively in travel retail

By **Wendy Morley** on October, 24 2017 | Spirits & Tobacco



Highland Park has announced the launch of Voyage Of The Raven, exclusively available in global travel retail from this month.

This expression marks the start of the transition between the current Warrior Series and a brand new travel retail exclusive range to be launched in Spring/Summer 2018, the brand said.

This special-edition single malt whisky draws on the raven's iconic status in Norse history and mythology, embodying the thirst for adventure shown by the Vikings who first settled on Orkney over 1,000 years ago.

For the Vikings, the raven was a powerful symbol of victory in battle, success on a voyage and loyalty to their god, Odin, whose two ravens – Huginn and Muninn (thought and memory) – were his eyes and ears in the Viking world.

Jason Craig, Brand Director, Highland Park, said: "This very special single malt is rich dark and spicy, featuring Highland Park's signature aromatic smokiness produced by the distillery's unique woodless peat, hand-cut from Hobbister Moor."

He continued: "With only a fixed volume produced, combined with an eye-catching bottle and carton and a very attractive price point, we are confident that Voyage of the Raven will prove to be a highly desirable expression for Highland Park collectors and whisky connoisseurs as well as an attractive gift for shoppers in travel retail."

Igor Boyadjian, Managing Director, Global Travel Retail, Edrington, commented: "Voyage Of The Raven is an important launch for Highland Park in travel retail, set to build on the success of the hugely popular Warrior series. With storytelling and engagement playing an increasingly important role in the channel, Highland Park's unique heritage and visual identity lend themselves perfectly to differentiated offerings that truly stand out."

Highland Park Voyage Of The Raven (41.3%abv) is on-shelf now, retailing at €65. Produced in fixed volumes, it is expected stocks will last 12-18 months.