

# Old Pulteney launches three single malts for the travel-retail sector

By **Olivia Cuthbert** in **Cannes, France** on October, 9 2018 | Spirits & Tobacco



Premium whisky brand Old Pulteney has released Traveller's Exclusive, a new line created specifically for the travel retail market. Three new expressions were unveiled during a tasting session at the TFWA World Exhibition and Conference in Cannes ahead of the release in Q1 2019.

International Beverage, which owns the Scottish whisky brand, invited guests to sample the three single malt whiskies, which include the Old Pulteney 10 Years Old, the 2006 Vintage and the rare Old Pulteney 16 Years Old expression, characterized by intense spicy notes tempered by a honey vanilla finish.

Vicki Wright, Brand Manager at International Beverage, drew attention to the "slight briny note" discernible throughout the range, which is produced in Wick on Scotland's northeast coast and is known as the "Maritime Malt."

The new expressions mark the return of age statements to the brand, which has been gathering strength since it was voted 2012 World Whisky of the Year in Jim Murray's Whisky Bible before going on to secure the acclaimed World's Best Single Malt Whisky at the prestigious World Whiskies Awards in 2016.

"International Beverage is pleased and excited to be unveiling the new Traveller's Collection for Old Pulteney. This range is a clear and confident statement of our commitment to build quality, premium brands in travel retail and duty free," said James Bateman, Global Travel Retail Director.

"The beautifully detailed packaging and introduction of an age statement for each expression clearly

redefines what is now a very strong brand offer for the channel, remaining true to Old Pulteney's history, distinctive maritime provenance and proven judgement as one of the world's great malt whiskies."