

Brown-Forman highlights premiumization journey at TFWA Asia Pacific



The Brown-Forman Global Travel Retail team (from left to right): Stéphane Morizet, Oscar Camargo, David Rodiek and Dreamy Zhoe

Brown-Forman will unveil exciting additions to its super premium single malt portfolio at the TFWA Asia Pacific Exhibition & Conference in Singapore this month.

The expressions from the Benriach, The Glendronach and Glenglassaugh distilleries, which include limited, travel retail-exclusive editions, underscore Brown-Forman's evolution of its global travel retail (GTR) luxury single malt segment portfolio. They will be presented by Master Blender Dr. Rachel Barrie, often referred to as Scotch Whisky's First Lady and a member of Whisky Magazine's illustrious Hall of Fame. Dr. Barrie is one of the world's most revered Master Blenders with over 30 years of service to the whisky industry.

The Jack Daniel's and Woodford Reserve super premium American whiskey portfolio will also feature prominently at the exhibition.

David Rodiek, VP, Managing Director GTR Brown-Forman, said. "The brand portfolio we are showcasing in Singapore reflects our continued premiumization strategy and increasing focus on unique luxury editions. The APAC region is a very important market, both for our super-premium American whiskeys as well as our entire single malt Scotch portfolio alongside our newcomers Gin Mare and Ron Diplomático."



Benriach is one of several super-premium brands to be featured at next week's TFWA Asia Pacific Exhibition

Visitors to the Brown-Forman booth (Basement 2, K2) can expect an exclusive and immersive experience. The booth will welcome visitors on two levels over more than 200 square meters. Brand advocates will be on hand to guide guests through tastings of Brown-Forman's multi-faceted super premium spirits GTR portfolio.

Brown-Forman will show how the journey for the unique American single malt, which was launched in September last year, is continuing. Jack Daniel's American Single Malt, presented last year in Singapore, has already made waves in the market. Also featured will be further top sellers from the Jack Daniel's family of brands in the APAC region as well as the selected expressions from the Woodford Reserve Distillery, including limited editions like the Woodford Reserve Distillery Series and the Woodford Reserve Master's Collections, which only recently hit the shelves across GTR.

Further highlights at the booth will include rare, exclusive single malt editions, showcasing the brands' expertise in whisky making. While each of the Benriach, The Glendronach and Glenglassaugh brands offer distinct flavors and cask collections, all three have shown strong growth potential over the last three years, especially in the APAC region. Notable offerings include the channel-exclusive editions Benriach Triple Distilled 25 Years Old and recently introduced Benriach The Thirty.

An “extraordinary, luxurious and strongly limited highlight” from the Benriach Distillery will be unveiled for the first time at the Brown-Forman booth in Singapore.