

# WILDMOOR Whisky makes GTR debut at Changi Airport



William Grant & Sons WILDMOOR exclusive pop-up at Changi Airport T1 Departures

Family-owned distiller William Grant & Sons (WGS) has introduced its WILDMOOR high-aged, rare blended Scotch whisky collection to global travel retail via an exclusive pop-up experience at Changi Airport. The activation is located at T1 Departures and running until May 23.

Changi Airport passengers will be among the first in Asia to experience the WILDMOOR range, which is made up of seven expressions, ranging from 21YO to 40YO blended Scotch whisky and includes two travel retail exclusives.

The collection will be available exclusively at Singapore Changi Airport Lotte Duty Free shops during the promotional period. The activation aims to transport travelers to the world of WILDMOOR via a multi-sensory space inspired by Scotland's rugged landscapes.

Visitors are invited to escape into a biophilic oasis and embark on an immersive adventure through the touch, sights and sounds of the unbridled wilderness, culminating in the gastronomic exploration of curated whisky and food pairings at the pop-up bar.

Those seeking to bring the taste of the wild home will be treated to exclusive gifting and

complimentary personalization with every purchase.

Jyri Pylkkänen, Regional Malts Brand Ambassador for Southeast Asia, notes, “WILDMOOR transcends the typical whisky experience. It is a carefully curated journey through Scottish whisky history through the meticulous sourcing of exceptionally rare and high-aged whiskies. Each sip is a testament to time and tradition, offering a taste of true luxury that can never be fully reproduced. We are incredibly proud of what we’ve created and are excited to share this with the world.”



Three WILDMOOR expressions will be available in travel retail; WILDMOOR Waking Forest 23YO (GTR exclusive), WILDMOOR Tropical Coast 30YO (GTR exclusive) and WILDMOOR Black Mountain 40YO

To mark the launch of WILDMOOR into travel retail, William Grant & Sons held a special tasting event in London on April 29 and *Global Travel Retail Magazine* was in attendance to hear from the WGS team.

WGS Brand Ambassador Global Travel Retail Europe and Americas, Ashvin Kuar Joshi said Wildmoor has been created in homage to the idea of Scottish landscapes, ancient moorlands and dramatic coasts. “This is a Scottish Whisky flavour map in a glass. For Master Distiller Brian Kinsman and his team, WILDMOOR is the result of a quest to capture the ‘taste of Scotland’; Kinsman had access to the William Grant & Sons ancient reserves, a collection that spans six decades, which was a rich resource for the process of creating WILDMOOR and one of the reasons we have seven expressions, which is very rare in whisky,” explained Joshi.

WGS Head of Brand Marketing GTR Gwilym Cooke and WGS Advocacy, Events & Trade PR Manager<sub>2</sub>

Global Travel Retail Ambre Morin were also present at the London tasting event for GTR media. Cooke said WILDMOOR arrives at the perfect time for the luxury spirits market that is seeing a resurgence in blended whiskies, and as global travel retail is a window to the world, it was important for WGS "to play in this arena." He added, "Today's traveller is looking for something different, something exclusive only to the channel - to have two aged blended whiskies available exclusively for GTR is fantastic.

"Both the 23YO and the 30YO will appeal to whisky collectors, we wanted to leverage the boom in blended whiskies. We believe GTR will be at the forefront for this trend and in particular Scottish whiskies, which are taking over from malt whiskies."

Cooke said WILDMOOR will have a program of global airport activations at top travel hubs. Kicking off with the Changi pop-up, followed by Hong Kong, Bangkok and London. "We want travellers to come into this space and experience the natural elements of whisky. We want to offer storytelling and experiences, there is a notoriety at Changi of offering experiences and it's a location where we know we can make sure we get that 'liquid to lips' moment that's so important when you bring new brands to market. For WILDMOOR, the storytelling is very important, ultimately it's about trying the product first and foremost," he commented.

In the travel retail channel, three WILDMOOR expressions will be available:

**WILDMOOR Waking Forest: 23 Year Old Blended Scotch Whisky (GTR Exclusive)** is a marriage of oak inspired by the forests of Scotland. Virgin Oak meets Sherry oak to enhance the smooth vanilla flavours with a rich sweetness seeping through.

**WILDMOOR Tropical Coast: 30 Year Old Blended Scotch Whisky (GTR exclusive)** is inspired by the north western coastline of Scotland in summer. Where white sandy beaches meet clear turquoise water for a tropical landscape. Finished in Caribbean Rum cask, this whisky is smooth, fruity and sweet with rum spice.

**WILDMOOR Black Mountain: 40 Year Old Blended Scotch Whisky** is the peak of the range, drawing inspiration from the towering dark mountains of Northern Scotland. An extraordinary intense blend of rare grain and Highland malts enhanced by the addition of Ghosted Distillery stock. This is a deep, rich, and elegant liquid finished in a Pedro Ximenez cask.

These will be available from the end of May at select stores worldwide, including London Heathrow (with Avolta), Thailand (King Power), China (Lagardère and CDFG) and South Korea (Shilla/Shinsegae).

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