

Ian Macleod Distillers in good standing for TFWA Asia Pacific 2010

06 April 2010, Edinburgh; Independent, family-owned **Ian Macleod Distillers Ltd**, has unveiled a dramatic new look for this year's TFWA Asia Pacific (9-13 May), launching an innovative bespoke stand, designed to showcase the company's growing portfolio of award-winning travel retail brands. **See Stand N31.**

The investment in the new, improved exhibition space represents the next phase in Ian Macleod Distillers' initial five year travel retail sales and marketing strategy. This strategy commenced in 2007 with the appointment of Andy Lane as Director of Travel Retail and the launch of the company's first ever travel retail exclusives, Smokehead Extra Rare and Glengoyne Burnfoot.

Moving away from the original shell scheme and traditional, standard glass displays, the new open design uses clean sharp lines with bespoke laminate white cases and custom-built lightbox. Combined with high impact branding and an informal meeting area, the new stand will give Ian Macleod higher visibility at the show, projecting the company's dedication and investment in travel retail.

Key brands on display on **Stand N31** at TFWA Asia Pacific include the ultra premium Glengoyne Highland Single Malt 40 Years Old and Chieftain's Springbank 40 Years Old. Both luxury products will be accompanied by many other premium expressions including Glengoyne Highland Single Malt 14 Years Old litre, Smokehead Extra Rare and Smokehead 18 Years Old Extra Black. The hugely successful King Robert II Scotch Whisky will be presented in a new 50cl PET and the exclusive, stylish, award-winning Glengoyne Burnfoot, redesigned last year, will also be on display at TFWA Asia Pacific in litre and new 50cl PET variants.

Iain Weir, Marketing Director for Ian Macleod Distillers commented: "We are delighted with the finish of our new exhibition stand, which perfectly reinforces our strong and growing commitment to our global travel retail offering.

"Over the past three years, our travel retail sales and marketing strategy has focused principally on developing exciting new premium travel retail exclusives. We are now in a position to offer an enviable portfolio with global appeal, which our new stand shows off to maximum effect."

Andy Lane commented: "TFWA Asia Pacific 2010 is already shaping up to be our most successful show to date. Our eye-catching exhibition space will not only play an essential role in attracting new and existing business partners, it will ensure Ian Macleod project a consistent and professional image between Cannes and Singapore, as well as building a stronger brand identity overall."

"Ian Macleod Distillers has already achieved its strategic business objective set for 2012 to increase travel retail sales from eight to ten percent of the overall business. This is a fantastic achievement of which we are rightly proud but we will not rest!"

Established in 1933, Ian Macleod Distillers is one of the largest and most widely respected independent family companies within the spirits industry. The award winning Ian Macleod portfolio, which includes Glengoyne, King Robert II, Langs and Smokehead, as well as gin, rum, and vodka, currently has combined total sales of more than one million cases, with 85% being exported to over 65 markets worldwide.

Andy Lane and the travel retail team look forward to meeting both trade customers and press at the Ian Macleod Distiller's Stand N31 at TFWA Asia Pacific, 9-13 May 2010. To book an appointment, please contact: andy.lane@ianmacleod.com

For further information visit:

www.ianmacleod.com or www.tfwa.com

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www.drinkaware.co.uk www.scotch-whisky.org.uk

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