

International Beverage spotlights ‘the Maritime Malt’ Old Pulteney at Virtual Expo



[Click the image above to visit the International Beverage stand at the Virtual Travel Retail Expo](#)

International Beverage Holdings is one of our featured Exhibitors of the Day on 25 November during the Virtual Travel Retail Expo Buyers & Brands Bonanza Month.

To visit the Expo click [here](#) (note: If you have not registered to attend the Expo, you can do so [here](#) free of charge if you are involved in the travel retail sector).

International Beverage is using its Virtual Expo appearance to showcase some of its key brands.

The company was established in 2006 as the international arm of ThaiBev, to specialise in developing distinctive, premium local brands for global growth. Its portfolio is led by a range of highly-rated Scotch whiskies and includes some of the fastest growing and most prestigious beers, spirits and whiskies on the

market today.

Brand Variants



Huddart



15 Years Old



18 Years Old



25 Years Old

Awards



Various expressions of the award-winning Old Pulteney Scotch whisky, a key brand for International Beverage, are being showcased

These high-quality brands are enjoyed by consumers in over 85 global markets and include Chang Beer, Mekhong, Hankey Bannister blended whisky and Caorunn Gin.

But the star of the company's virtual stand at the Virtual Expo is the popular Single Malt Scotch Whisky brand, Old Pulteney, with two videos celebrating its nautical links, which gave rise to its strapline – 'the Maritime Malt'.

Old Pulteney is the company's flagship whisky brand. The Pulteney Distillery by Wick's historic harbour is the one of the most northerly on mainland Scotland. Since 1826 the company has crafted a Single Malt Scotch Whisky in the words of its owner, "bursting with the power and subtlety of the sea".



Our past, present and even the taste of our whisky itself is positively influenced by our intrinsic connection to the sea.

[Old Pulteney's maritime connections are explored in video on International Beverage's virtual stand \(click to enlarge\)](#)

Old Pulteney is renowned for its longstanding support of sailing and maritime adventures across the globe.

In one of the Old Pulteney videos, you can find out about the brand's association with the charity SeaTrees, which focuses on protecting and restoring ocean health. US\$2 from every sale of Old Pulteney 12 Year Old is donated to the cause.

Win a business class return flight with Qatar Airways

The month-long bonus exhibition period at the Virtual Expo offers visitors the chance to win a return business class flight to Doha from any Qatar Airways location in the world courtesy of Diamond Partner Qatar Duty Free. The award-winning Hamad International Airport retailer is also offering weekly US\$250 shopping vouchers, drawn from registrants who on any day visit the Qatar Duty Free/Hamad International Airport virtual experience zone and the suites of our Exhibitors of the Day.



Virtual highlights

- *Rise With The Tide*, great video showing the nautical inspiration for Scotch whisky brand Old Pulteney
- Video detailing Old Pulteney brand partnership with SeaTrees

Where: Wines, Spirits and Beer Zone

Wayfinding (you must be registered first):

https://event.virtualtrexpo.com/?exhibition_type=exhibitionpavilion&room_id=internationalbeverage&hide_controls=true

The Virtual Travel Retail Expo platform has been further streamlined with a much-enhanced and speedier log-in procedure, improved video loading speeds and continued navigational improvements.

In a bonus, registration (go to www.VirtualTRExpo.com) is complimentary from now and throughout the bonus month for anyone involved in the travel retail industry. Please note you cannot access the Expo without registration, and all delegates must first be verified as connected with the travel retail sector and are subject to qualification criteria.