

# Two Stacks highlights innovative Dram in a Can at Virtual Expo



[Click here to visit Two Stacks at the Virtual Travel Retail Expo](#)

Intent on bringing age-old techniques to modern day Irish whiskey, Two Stacks features its innovative Dram in a Can at the Virtual Travel Retail Expo and is one of our featured Exhibitors of the Day on 25 November during the Buyers & Brands Bonanza Month.

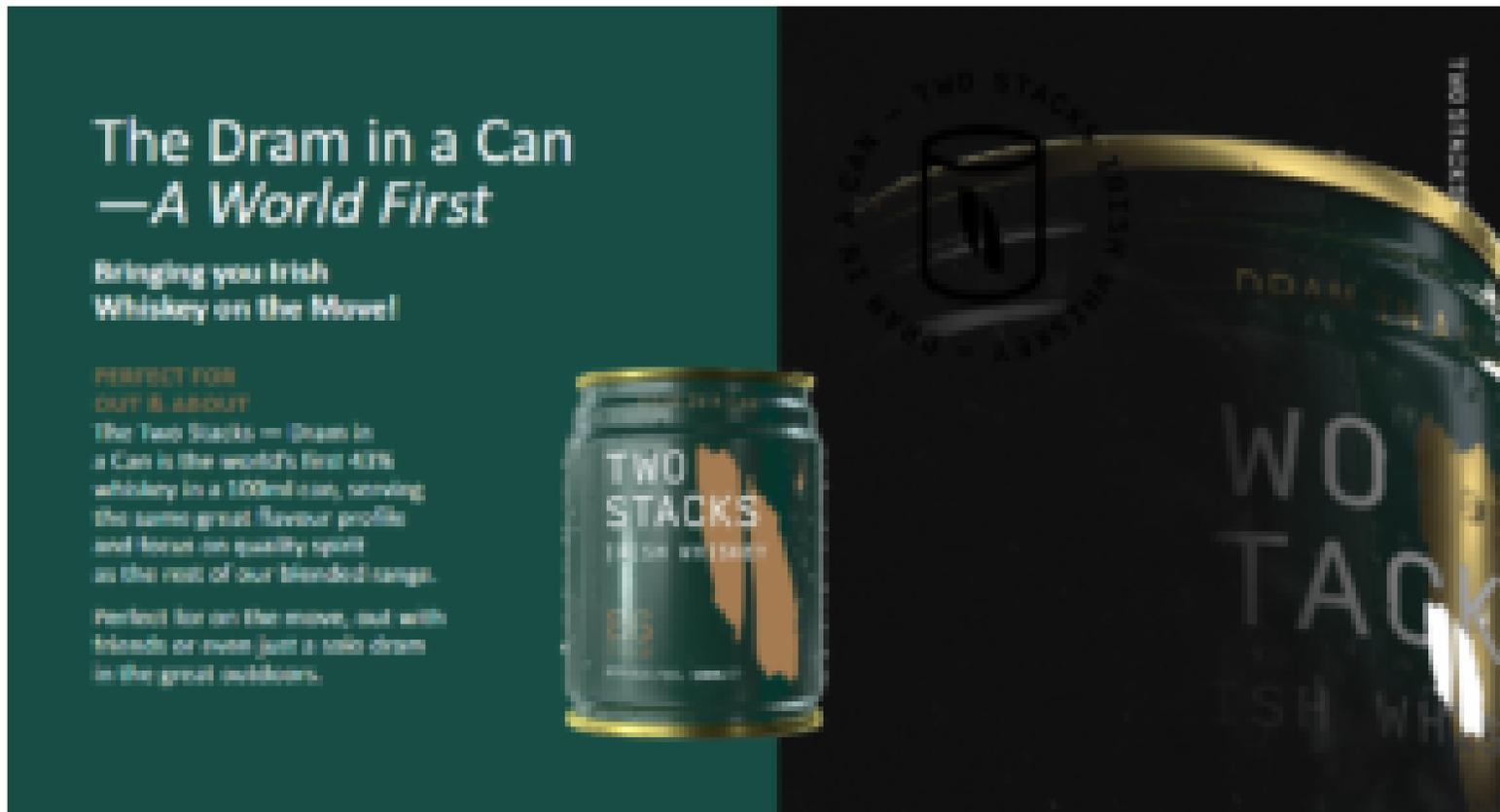
To visit the Expo click [here](#) (note: If you have not registered to attend the Expo, you can do so [here](#) free of charge if you are involved in the travel retail sector).

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.

Inspired by the distilleries and merchants of old and the global brands of new, Two Stacks is a part of a new wave of exciting independent Irish whiskey bottlers.

Visitors are welcomed by a video introducing the young company's Dram in a Can concept. [As reported](#), the innovative and disruptive Dram in a Can, which features straight whiskey, has become hot property with sales on course to hit over 500,000 units since [launching in March this year](#).

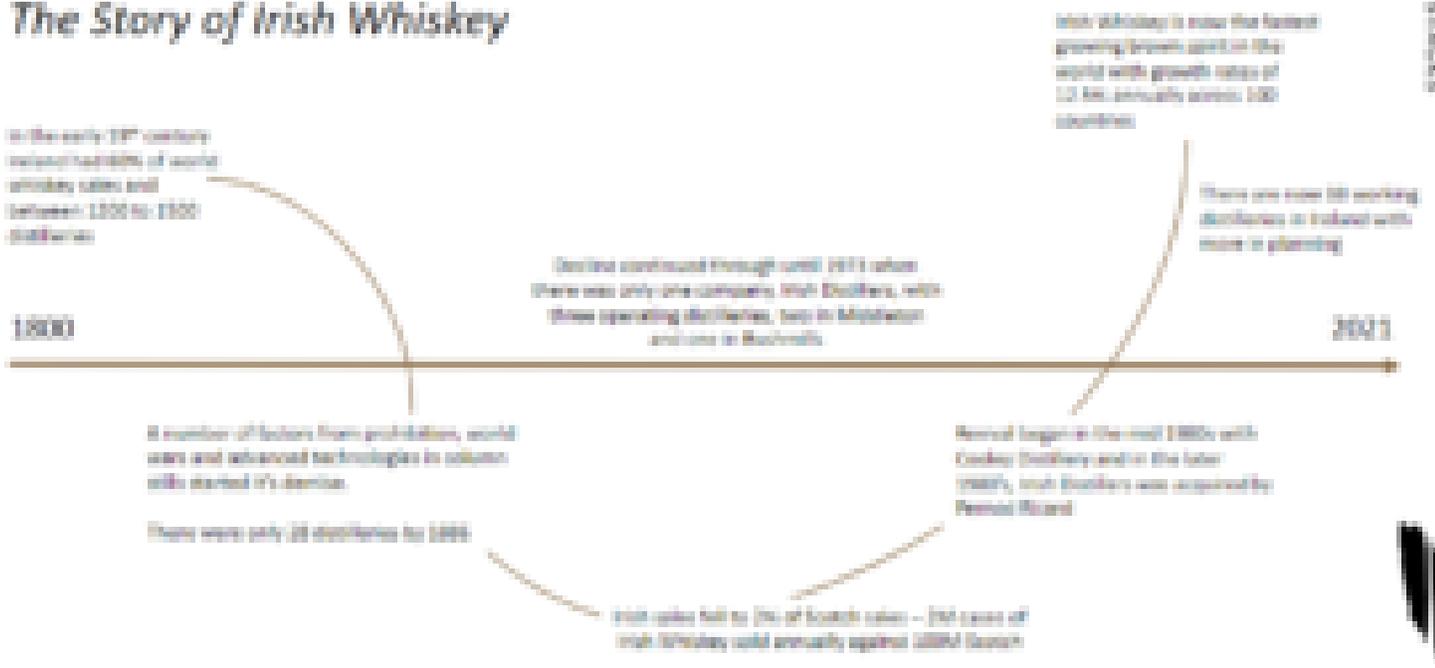


Two Stacks collaborated with local musicians Matt McGinn and Shannon Copeland in the launch and their new *Time Well Spent* song is featured on-stand.

Besides attracting a lot of attention during the Expo, Dram in a Can was also a [finalist in The QDF Factor](#), a competition hosted by Qatar Duty Free and The Moodie Davitt Report to recognise and reward innovation in the travel retail channel.

# Irish Whiskey Market

## The Story of Irish Whiskey



As Two Stacks points out, it has enjoyed an eventful journey since its inception in 2020, when it set out to revive the tradition of independent bonding, blending and bottling once commonplace across Ireland. It highlights The First Cut – Complex Blend and Time Well Spent whiskeys which featured in an [on-stand label design](#) competition won by One Red Kite Data Analyst Elliot Dowley.

### Virtual Highlights:

- Get to know the new Dram in a Can concept
- Full details on Two Stacks' background and its mission in the Irish whiskey market

**Where:** Spirits, Wines & Beer

**Wayfinding** ( you must be registered first):

[https://event.virtualltrexpo.com/?exhibition\\_type=exhibitionpavilion&room\\_id=irelandcraftbeverages](https://event.virtualltrexpo.com/?exhibition_type=exhibitionpavilion&room_id=irelandcraftbeverages)

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](http://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.