

The Glencallum Scotch Whisky Co announces Asia strategy

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The Glencallum Scotch Whisky Company today formally announced its strategy for the Asian markets.

As part of its planned growth strategy for both the Single Malt and Blend, The Glencallum Scotch Whisky Company is expanding into emerging markets such as China and Vietnam.

"We ran a pilot for almost one year, and now have a thorough understanding of the market. We're not limited to niche single malt connoisseurs; we're pushing out to the broader market", said Rahul Rathi, Marketing Head.

The company also plans to beef up its presence in Hong Kong and Taiwan in the short term.

"Consumers look for accessible luxuries, despite the economic downturn. Because we have so many marks, people can still get a great Scotch for a great value", said Rathi.

Within a couple of months, The Glencallum Scotch Whisky has made a name for itself in the niche, contemporary customer segment. The Glencallum is already present in many 5* hotels, high end bar chains in different parts of the world.

With both Single Malt and Blend, The Glencallum has a strong heritage attached to it.

The Glencallum Whisky company is a premium Scotch Whisky company with both blends and single malt in its portfolio. Already present in a number of markets, The Glencallum has strong heritage attached to it and appeals both to the traditional whisky lover and the contemporary customer.

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