

FOOD AND BEVERAGE

Le Clos' high-ticketed spirits sales underscores travel retail potential

April 13, 2017



Le Clos is located in the Dubai International Airport

By STAFF REPORTS

Dubai, United Arab Emirates-based fine wine and spirits retailer Le Clos has demonstrated consumer interest in airport retail with a six-figure whisky sale.

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In December 2016, an unnamed consumer purchased The Macallan Fine and Rare whisky collection for \$500,000 at Le Clos' store in the Dubai Airport. Three months later, the same store saw the sale of 29 bottles of The Macallan 18-Year-Old Vertical, featuring annual whiskies from 1958 to 1986.

Cheers

The Macallan 18-Year-Old Vertical is also referred to as "The Iconic Macallan" and is considered by enthusiasts to be the finest single malt whiskies in the world. The collection, with its nearly 30 years of single malt, is a testament to The Macallan's history and expertise.

Owned by Maritime & Mercantile International (MMI), Le Clos is a trusted retail partner of The Macallan due to its dealings in rare and unique spirits. Le Clos is dedicated to provide its clients world-class service and exceptional customer experiences.

"This exciting sale really demonstrates Le Clos and Macallan's strong partnership, as well as Le Clos' ability to be the trusted retailer to bring rare and collectable products to market," said Iain Delaney, chief operating officer at MMI, in a statement.

"It further demonstrates the commitment and enthusiasm of the whole Le Clos team to deliver exceptional products, knowledge and service to all their customers," he said.



The Macallan 18-Year-Old Vertical Collection dating from 1958-1986

Due to its ability to grow in value, The Macallan 18-Year-Old is often purchased as an investment rather than for consumption.

"The Macallan 18-Year-Old is arguably one of the most iconic whiskies in the world," said Peter Allison, brand ambassador for The Macallan, in a statement. "With an annual release, The Macallan 18-Year-Old has become highly coveted, and a sale like this by Le Clos illustrates the appeal of The Macallan within the region, and also internationally."

To this point, auction house Bonhams' Hong Kong salesroom recently hosted the company's first online-only auction of whiskies.

From Feb. 17 to March 10, consumers were able to bid on more than 70 vintage lots from Scotch whisky maker The Macallan. Auctioneers are increasingly turning to online channels to sell to collectors, opening up their sales to a wider audience of international bidders ([see story](#)).

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