

FOOD AND BEVERAGE

Le Clos unveils 50-year-old exclusive whisky

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The collection will be available in Le Clos outlets at Dubai International Airport, as well as online. Image credit: Le Clos

By LUXURY DAILY NEWS SERVICE

Dubai-based wine and spirits retailer Le Clos has launched a limited-edition 50-year-old "Celebration Edition" blended whisky drawn from various Scottish distilleries.

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The collection is limited to 120 bottles and is only available from Le Clos outlets at Dubai International airport (DXB) and [online](#). Each bottle retails for \$500.

"The Celebration Edition 50 Year Old is the culmination of a year-long search to find a truly unique expression for our customers," said Ben Odgers, general manager of Le Clos, in a statement.

"Our team prides itself on being able to deliver world-class and exceptional products and this bottling is another example of that commitment," he said. "This whisky will appeal to both enthusiasts and collectors providing an opportunity to secure a time capsule of history."

Celebration Edition

The rare Scottish blend is the first in a series of exclusive bottlings that Le Clos plans to release over the next year as part of its Limited Edition Collection.

The Celebration Edition intends to highlight the distinctive heritage of Scottish whisky with notes of figs, cinnamon and honey.



The whisky is a rare blended malt drawn from distilleries around Scotland. Image credit: Le Clos

Each bottle is individually numbered, and customers may personalize their Celebration Edition whisky through Le Clos' complimentary engraving service.

As the travel market recovers from the COVID-19 pandemic, Le Clos is welcoming visitors to its retail stores and hoping to expand to become more accessible to international consumers.

Throughout 2022, the retailer plans to announce new partnerships and bottlings as it expands its portfolio of exclusive wines and spirits.

In December 2020, Scottish whisky maker The Macallan tapped the spirits retailer for a successful launch of its Red Collection.

Within hours of the launch, sales surpassed \$2 million as international and Dubai-based collectors scooped up the exclusive release. While The Macallan Boutique by Le Clos remained operational throughout the pandemic, the retailer relied on an online boutique and direct marketing campaigns to keep high-value clients engaged ([see story](#)).

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