

Global spirits market sees wave of high-value launches across premium whisky and ready-to-drink segments

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Moët Hennessy introduces Glenmorangie The Altus 25 Years Old, the latest prestige addition to the Highland distillery’s core range. Drawing its name from the Latin for “high,” Altus unites ex-bourbon-matured spirit with a portion finished in ex-Madeira wine casks, bottled at 43 per cent ABV. Priced at GBP550 (\$739) per 70cl, it is now available through select specialist retailers in the off-premise channel and online for global delivery.

Diageo expands its ready-to-drink portfolio with Johnnie Walker Black Ruby RTD, a Tom Collins-inspired premix marrying scotch whisky, carbonated water, and blackberry flavour. Following the earlier success of the Black Ruby expression in travel retail, this new 37.5cl canned format is rolling out across Australia’s off-premise market, including BWS and Dan Murphy’s outlets.

Ian Macleod Distillers elevates its craft credentials with Glengoyne Mizunara Oak 16 Years Old, a Highland single malt that spent a decade in first-fill and refill sherry casks before a six-year maturation in rare mizunara oak. Bottled at 53.4 per cent ABV, this limited release will be available globally from 13 August, priced in the UK at GBP300 (\$404) per 70cl.

The Isle of Harris Distillery debuts The Hearach Royal Mile Limited Edition, a single cask bottling matured in first-fill bourbon and bottled at cask strength of 57.4 per cent ABV. Developed in close collaboration with Royal Mile Whiskies, the Islands malt is limited to just 225 individually numbered bottles, available exclusively through the retailer’s off-premise and trade

channels from 15 August at GBP94.95 (\$128) per 70cl.

Collectively, these launches highlight an industry pushing deeper into rare age statements, unique cask finishes, and high-impact collaborations, signalling continued strength in the premium and ultra-premium spirits segments.