

Kavalan Appoints Marussia Beverages UK as Sole Distributor

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Kavalan, Taiwan's globally celebrated whisky distillery, announces the appointment of Marussia Beverages UK Ltd as its sole distributor in the UK, signalling a powerful renewal in one of Kavalan's most influential whisky markets.

The partnership sets the stage for a prestige-led reintroduction of Kavalan's award-winning portfolio to the UK's most discerning retailers, venues and collectors.

King Car Chairman YT Lee said family-owned Marussia Beverages is one of the UK's most respected artisanal spirits specialists and will oversee nationwide distribution across on-trade, off-trade, specialist retail, e-commerce and grocery channels.

"This is a bold new partnership for us and is designed to firmly establish Kavalan as the leading luxury single malt from a world whisky region. Central to this new era will be a focus on Kavalan's 15 Years Old Single Malt Whisky, our first-ever age statement release, as our flagship expression."

Originally released in 2025, the 15YO marks a defining milestone in Kavalan's journey through time and maturation, expressing vibrant tropical fruits and caramel sweetness, with notes of caramel apple, plum, dark chocolate gelato, and walnut coffee mousse.

Marussia Beverages UK Managing Director Trevenon Weeks said, "We are absolutely thrilled to officially bring the award-winning house of Kavalan back to the UK. To represent a distillery that has so decisively claimed the world stage, securing multiple 'World's Best' titles, is a genuine honour. Our entire strategy is built to match their ambition, reintroducing these exceptional single malts with the focus and premium stature they deserve. The UK's discerning drinkers are in for a revelation."

The partnership's strategic priority will be on carefully curated placements in landmark accounts and high-end venues. Specialist retailers and influential venues will help build brand authority and long-term prestige.