

# Home to Exquisite Spirits

The flourishing premium spirits landscape in Hong Kong fuels the growth of Edrington in the North Asia region.



Hong Kong's premium spirits market is a thriving and sophisticated realm that caters to the diverse tastes of spirits enthusiasts and connoisseurs. Known for its vibrant wine and dining scene, the city offers a wide selection of high-end bars, fine dining establishments, and clubs that showcase an extensive range of premium spirits from around the world. It is within this captivating landscape that Edrington, a renowned spirits company founded in Scotland, has solidified its presence here.

With a rich heritage and a global footprint, Edrington has established itself as one of the leading players in the production and distribution of premium spirits. From iconic whisky brands like The Macallan, Highland Park, and The Glenrothes to popular rum and gin labels, Edrington boasts an impressive portfolio that embodies craftsmanship, quality, and distinct flavours. Recognising the growing appreciation for fine spirits, the company has gone above and beyond by introducing immersive tasting experiences for consumers. These offerings not only showcase Edrington's exquisite collection, but also elevate the overall sophistication and allure of Hong Kong's premium spirits market.

## Redefining Luxury in Hong Kong

According to Jaime Martin Chocano, Managing Director of Hong Kong, Macau, Japan and Korea of Edrington, Hong Kong has always been a key market for Edrington. Martin emphasised, "Not only did we establish our presence in the city over 30 years ago, but it was also the first market in Asia where we introduced The Macallan. With its strategic location, Hong Kong holds immense significance for us. It is the place where we made many strategic moves and unveiled our exciting product launches."

"We opened our world-first concept store, The Macallan Room, in a high-end shopping mall in Hong Kong in 2020, with the aim of providing consumers an immersive

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**Jaime Martin Chocano**

**Managing Director of Hong Kong, Macau, Japan and Korea Edrington**

and interactive space to explore the world of whisky," he said. "As the gateway to Mainland China, Hong Kong plays a vital role for us in introducing our products to the Mainland market. Its dynamic food and beverage scene, encompassing both Michelin-starred restaurants and street food, is truly captivating. This diverse landscape offers a compelling setting where we can foster the development of our brands and engage with discerning consumers."

In addition, a brand new flagship store called The Macallan House was inaugurated in May this year, spanning over 6,000 square feet in Central. According to Martin, this establishment is carefully crafted to cater to high-net-worth individuals (HNWIs) and private clients, offering an experience that emphasises unparalleled refinement and sophistication.

## Capturing the Promising Spirits Market

Considering the booming premium spirits market, Edrington took a bold step by doubling its headcount within a few years, even amidst the pandemic. "In recent times, we have relocated to a Grade-A office tower in Admiralty. The Hong Kong office serves as the nerve centre for Edrington's North Asia operations, including Hong Kong, Macao, Japan and Korea," Martin said. "Moreover, in view of the strategic role of Hong Kong in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) market,

close collaboration with our Mainland office is an integral part of our strategy."

With the recent launch of The Macallan's new travel retail collection and the Hong Kong International Airport's prominence, Edrington is poised to seize opportunities in the resurging travel industry. "Through these endeavours, and in alignment with our commitment to sustainability, we will continue to raise the bar in the premium spirits market. We aim to ensure that every sip is a journey of luxury for our customers," Martin concluded.

## Edrington

- Founded in Glasgow, Scotland, in 1861, the company has a business presence across Asia Pacific, the Middle East, Africa, Europe and the Americas
- Its Hong Kong office employs about 70 staff members

 [edrington.com](http://edrington.com)



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