



PRESS RELEASE

Bushmills Irish Whiskey to release latest edition of THE STEAMSHIP COLLECTION in Cannes

Bushmills, Co. Antrim, Tuesday 28th August 2018: PROXIMO has revealed plans to announce the fourth edition of THE STEAMSHIP COLLECTION™, the global travel retail exclusive from Bushmills® Irish Whiskey, at the TFWA Exhibition in Cannes.

Developed to offer travellers a rare Irish whiskey they cannot find in domestic markets, THE STEAMSHIP COLLECTION is inspired by the voyages of the SS Bushmills, a steamship launched in September 1890 to deliver Bushmills Irish Whiskey to new corners of the world.

David Phelan, Global Travel Retail Director of PROXIMO, the global innovator of quality spirits, said: “We look forward to the TFWA Exhibition in Cannes every year, so it is the perfect place to unveil the latest variant of THE STEAMSHIP COLLECTION, adding another rare whiskey to our popular STEAMSHIP family. We have been making whiskey at The Old Bushmills Distillery for more than 400 years and innovation, quality and taste are at the heart of everything we do. Just like the travellers who love THE STEAMSHIP COLLECTION, the SS Bushmills travelled around the globe, stopping at ports in the U.S., Japan, the Caribbean and more. The purpose of the ship’s journey was to introduce Bushmills Irish Whiskey to new places and new people, so the collection is another way for consumers to bring our whiskeys to even more corners of the world on their own voyages. We are excited to unveil another rare whiskey at TFWA and we encourage all visitors to the exhibition to stop by our PROXIMO stand to sample our new whiskey, as well as other Bushmills products from the world’s oldest licensed whiskey distillery.”

The new variant in THE STEAMSHIP COLLECTION follows the release of the SHERRY CASK RESERVE in 2015 (RSP £65), PORT CASK RESERVE in 2016 (RSP £99) and the BOURBON #3 CHAR CASK RESERVE (RSP £50) in 2017. Expressions from THE STEAMSHIP COLLECTION are available at duty free outlets across the globe including London (Heathrow), Hong Kong, Frankfurt, Dublin and Chicago.

Visitors to TFWA can find the PROXIMO stand at 16 Bay Village.

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