



**WHISKY JOURNEY**

Singapore's biggest and  
most vibrant Whisky Show

**The Whisky Store presents**

## ***WHISKY JOURNEY 2023***

**Singapore's biggest and most vibrant Whisky Show**

Singapore, 1 November 2023 - Whisky Journey, the trailblazing Whisky Exhibition in Singapore, is set to reach unprecedented heights in its fourth edition this year. Building upon the success of its previous installments, Whisky Journey pioneered the first island-wide bar and restaurant whisky trail, captivating whisky enthusiasts for 10 remarkable days in 2020 and 2021. Last year, Whisky Journey was hosted at the prestigious Marina Bay Sands Expo and Convention Centre where the event drew an impressive crowd of over 2400 participants from the UK, Vietnam, Malaysia, and USA over just two exhilarating days.

This year, we welcome you once again to an extraordinary convention-exhibition style whisky show at the illustrious Marina Bay Sands Jasmine Ballroom, on a grander scale than ever before. Immerse yourself in this thrilling two-day whisky event, boasting 30 esteemed exhibitors and an astonishing selection of over 300 distinct whiskies and expressions waiting to be discovered, explored, and savored.

Anticipate complimentary drams at participating booths, offering exclusive access to an extensive variety of whiskies at unbeatable prices. Unlock the chance to purchase whiskies below retail price, including exclusive Whisky Journey bottlings like the Currach Single Malt Irish Whiskey, Atlantic Kombu Cask—finished in the exquisite Killahora Orchards Apple Ice Wine Cask.

That's not all, embark on a global odyssey with an array of new brands at Whisky Journey 2023. Experience a worldwide adventure, sampling fresh names from the Caribbean with Plantation Rum, to Israel's first distillery with Milk & Honey, and savoring locally crafted gems from Compendium Spirits.

As an attendee, relish the privilege of a once-in-a-lifetime experience, gaining in-depth knowledge of acclaimed whisky brands through exposure to and sampling of their full product ranges. Get the chance to engage in exclusive masterclasses and be guided through the rich tapestry of the whisky world by renowned industry experts and brand representatives such as Iain Forteach, master blender at Angus Dundee Distillers where liquid gems such as Tomintoul whisky are distilled, discover the artistry and sheer perseverance that goes behind Shinobu whisky by master blender and distillery owner of the brand himself, Ken Usami and get to know more about the most liked whisky brand of Whisk Journey, Bruichladdich from their Singapore brand ambassador; Kwek Yi Xian.

**Press Release**



Singapore's biggest and most vibrant Whisky Show

# WHISKY JOURNEY

At its core, Whisky Journey embodies the values of entertainment, education, inclusivity, and affordability, providing a vibrant platform for whisky enthusiasts to delve into the diverse array of local spirits. Furthermore, Whisky Journey offers a prime opportunity for participating brands to thrive in the marketplace, fostering valuable sales prospects.

### Masterclasses:

<u>Date</u>	<u>Timing</u>	<u>Masterclasses</u>
1 December 2023	1pm – 2.15pm (Media Preview)	Tomatin
	2.15pm – 3.30pm (Media Preview)	Ryelaw
	3.30pm – 4.45pm	Glen Grant
	4.45pm – 6pm	Kanosuke
	6pm – 7.15pm	Loch Lomond
	7.15pm – 8.30pm	Cadenhead
	8.30pm – 9.45pm	Bruichladdich
2 December 2023	1pm – 2.15pm	Currach
	2.15pm – 3.30pm	Sakurao
	3.30pm – 4.45pm	Mars
	4.45pm – 6pm	Bruichladdich
	6pm – 7.15pm	Wild Turkey
	7.15pm - 8.30pm	Shinobu
8.30pm – 9.45pm	Tomintoul	



## WHISKY JOURNEY

Singapore's biggest and most vibrant Whisky Show

### About the show

#### **Dates:**

1st December 2023, Friday - 3.00pm to 11.00pm  
2nd December 2023, Saturday - 12.00pm to 10.00pm

#### **Venue:**

Marina Bay Sands  
Sands Expo and Convention Centre  
Level 3 (Jasmine Ballroom)

#### **Ticket Prices:**

From now till 28 November 2023,  
**General Walkabout Ticket - \$18.00**  
*(Inclusive of Glencairn Glass only)*  
**Early Bird Ticket - \$38.00** *(Limited to 1000 tickets only)*  
*(Inclusive of Glencairn Glass & free drams)*  
**Standard Ticket - \$68.00**  
*(Inclusive of Glencairn Glass & free drams)*

On 1 – 2 December 2023,  
**Door tickets - \$78.00**  
*(Inclusive of Glencairn Glass & free drams)*  
**General Walkabout Ticket - \$32.00**  
*(Inclusive of Glencairn Glass only)*

### What Whisky Journey participants get

For the price of the ticket, participants will get a total value **worth over \$200** which includes:  
*(unless otherwise stated)*

- Official Whisky Journey Starter Pack
- 1 Whisky Journey passport (Show Guide)
- 1 Whisky Journey boarding pass
- 1 Whisky Journey lanyard
- 1 Whisky Journey glencairn glass
- 30 free 10ml drams
- Free 1 bottle of Perrier/Vittel water
- Free 1 magazine from Esquire Singapore



# WHISKY JOURNEY

Singapore's biggest and most vibrant Whisky Show

## Objectives

Whisky Journey offers a unique immersive platform that goes beyond brand building, empowering consumers through informative and engaging experiences. With our exclusive discounted access to your full range of whiskies or spirits, we unlock higher conversions and drive sales like never before.



### *Explore*

Whisky Journey invites everyone to embark on an extraordinary exploration of whisky, where innovation and excitement merge. Discover captivating tasting techniques that will elevate your appreciation and understanding, propelling you to new heights on your whisky learning curve.



### *Educate*

Some of the most unique, renowned and fascinating whisky distilleries, masters and experts will be at the Whisky Journey to unveil the captivating world of whisky and igniting the thrill of exploration and uncovering its remarkable richness.



### *Experience*

Whisky Journey features unique sensory experiences, masterclasses, innovative tastings & pairings at unbeatable prices, and activities designed to ignore wonder, discovery and exploration to whisky enthusiasts of all levels – from novices to connoisseurs.



# WHISKY JOURNEY

Singapore's biggest and most vibrant Whisky Show

## Whisky Journey Targets

We are targeting 4000 unique visitors over the two-day event, and these include:



New whisky drinkers/dabblers with an affordable ticket price



Gifting customers



Corporate customers/International whisky aficionados



Singapore's biggest and most vibrant Whisky Show

# WHISKY JOURNEY

## Participating Brands





# WHISKY JOURNEY

Singapore's biggest and most vibrant Whisky Show

## Official Partners

### Official Media Partner (*Heart Media*)



### Official Water Partner



### Official Sponsor

