

Pernod Ricard introduces China's first malt whisky

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Pernod Ricard introduces The Chuan Pure Malt Whisky. Leading the way in a new category, this first-ever product of The Chuan celebrates the vision of Pernod Ricard to create a prestige malt whisky made in China.Â

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â??The inauguration of The Chuan Distillery is the culmination of a pioneering adventure. We have blended the natural beauty of the Emeishan landscape in China with the skill and craftsmanship of our distillers to produce a whisky to be proud of. It will shape a new and unique experience for whisky enthusiasts for many years to come,â? said Alexandre Ricard, Chairman and CEO of Pernod Ricard.

In addition to introducing The Chuan pure malt whisky to the market, Pernod Ricard also announces the opening of the The Chuan Malt Whisky Distillery Experience Centre, on the grounds of the Emeishan distillery, which will provide visitors with a holistic tour experience, including an immersive introduction, a detailed demonstration of The Chuan whisky craftsmanship, tasting, gift shopping, and fine dining, featuring Sichuan fusion cuisine and local ingredients that complement the sophistication of the whisky.