

USA's Westward Whiskey partners with ICONIC Beverages

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Westward Whiskey, the pinnacle of American whiskey and one of the USA's highest-rated whiskeys has announced a new distributor partnership in Australia with ICONIC Beverages. The move to one of Australia's fastest-growing independent Spirits Distributors will help ensure the luxury whiskey producer is positioned for continued growth as it expands its presence through 2024 and beyond.

Thomas Mooney, Founder & CEO, of Westward Whiskey, said, "At Westward Whiskey, today we begin a new chapter in what has been an exciting and compelling Australian growth story. We are honoured to be in the company of dynamic and innovative luxury brands and are confident our strategic partnership with ICONIC Beverages will unlock growth and introduce our innovative whiskeys to new and discerning whiskey drinkers."

Since its launch in the Australian market in 2019, demand for Westward Whiskey in Australia has skyrocketed, due in large part to the strong New World Single Malt and American Whiskey market domestically. In addition to strong sales for the flagship portfolio of spirits - including Westward Whiskey Original, Westward Whiskey Pinot Noir Cask, Westward Whiskey Stout Cask, Westward Whiskey Cask Strength, and Westward Whiskey Rum Cask - the brand has gained the attention of whiskey aficionados by offering unique and innovative, award-winning whiskeys to the Australian market through its close connection to The Whisky Club Australia.