

Triveni Engineering launches whisky brand Matsya

29 October 2024 | News

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Triveni Engineering & Industries Ltd. (TEIL) has introduced two premium whisky brands—Matsya Triple Reserve Blended Whisky and The Crafters Stamp Rare Artisan Blended Whisky—to enter the Indian-Made Foreign Liquor (IMFL) market. These brands cater to the evolving tastes of Millennials and Gen Z, offering a superior and memorable sensory experience.

Recently, both The Crafters Stamp and Matsya received accolades at The Spiritz Selection, where they were awarded "The Grand Gold" and "Silver" respectively in the best product category for the Whisky Segment. The Crafters Stamp Rare Artisan Blended Whisky exemplifies Triveni's commitment to quality and sophistication.

This exceptional whisky is a harmonious blend of Scotch malts aged in bourbon and sherry oak casks, mature Indian malts, and the finest Indian grain spirits. It offers a delightful sensory experience with layers of sweetness and maltiness. Notes of floral bouquets, luscious toffee caramel, and warm oak are beautifully complemented by hints of vibrant summer fruits and deep aromatic vanilla. Each sip provides a rich and flavourful journey, designed for those who appreciate the finer things in life.

With thoughtful packaging, every aspect—from colour and materials to embellishments—has been meticulously crafted to enhance the high-end experience, ensuring The Crafters Stamp stands out on shelves and at social gatherings. Targeted at mature, sharp, and evolved Millennials, The Crafters Stamp is perfect for those who value authenticity, quality, and refinement.