

2015 Cinderella Whisky Fair – a major success

Last weekend, it was again time for Viking Line's very own recurring whisky fair, which is now ranked as the seventh largest in the whole world. During a three-day period the fair attracted 4,600 whisky-interested passengers, who were offered an opportunity to acquaint themselves with 620 different kinds of whisky from some 30 participating companies. Master classes symposia attracted 1,300 people. An on-board whisky auction also raised SEK 82,600. The money was donated in its entirety to the Baltic Sea Fund.

For the seventh year in a row, Viking Line organized what has already become the world's largest floating whisky fair. Guests on board the cruise vessel Viking Cinderella had a chance to meet whisky suppliers from all corners of the world – ranging from Nordic distillers such as Box, Mackmyra, Spirit of Heaven and Teerenpeli to whisky distillers from Japan, Taiwan, Australia, India, the United States and of course also from Scotland and Ireland.

The Swedish distillery Box launched 700 specially produced bottles for the Viking Cinderella. The quota for the first departure, 300 bottles of Box Archipelago, sold out in four minutes. All 700 bottles were sold during the whisky fair cruises.

During their voyage, cruise guests could choose among more than 100 master class lectures, which included a chance to sample the noble beverage. The most expensive whisky that was sold during the weekend was a 50-year-old Glen Grant, which went for SEK 78,000 (nearly USD 10,000).

During the whisky fair Viking Line also organized a charity auction, for which the fair's suppliers had donated bottles of whisky that were then auctioned off among the fair visitors. The entire auction proceeds – SEK 82,600 – were donated to the Baltic Sea Fund, an Åland Islands -based environmental organization.

“The fair was a huge success in every way. Sales increased by 10 per cent and the auction also set a new record. Sincere thanks to all our guests and to the 200 representatives of the various whisky companies. We hope to see you again next year,” says Robert Hellström, Tax-free Manager on the Viking Cinderella.



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