

Amrut's Nativity Whisky: A homage to Bengaluru's rich heritage.



In the bustling city of Bengaluru, where tradition meets modernity, a new whisky is set to make its mark. Amrut, a renowned brand in the world of spirits, has unveiled its latest creation - Nativity. This rich and bold single malt is not just another addition to Amrut's extensive lineup but a special tribute to the city that has been the heart and soul of the brand's journey.

The inception of Nativity dates back to 2023 when the idea led to the meticulous process of crafting this exceptional whisky which happened to be the 45th expression of Amrut's single malt collection. It was a labor of love, taking months to formulate the perfect blend that would capture the essence of Bangalore.

The concept of Nativity was to pay homage to the city's cultural and historical significance, and this sentiment is beautifully encapsulated in the tagline - "Amrut's Love for Karnataka.". The whisky's release date on 14th February adds a romantic touch, not just celebrating Valentine's Day but also expressing the brand's deep affection for the state.



What makes Nativity truly exclusive is its global launch at Bengaluru Duty-Free Terminal 2, a first for Amrut. This decision was not only strategic but also a testament to the brand's commitment to its roots. The launch at the duty-free makes it an exceptional experience for travelers, giving them the opportunity to be the first to savor this distinctive whisky.

The packaging of Nativity is a work of art that evokes nostalgia, featuring depictions of famous Bangalore spots. From the iconic Bengaluru Palace to Cubbon band stand and the favorite Chitrakala Parishath to the vibrant streets of KR Flower market, each detail tells a story of the city's rich heritage. The blend of tradition and modernity in the packaging perfectly mirrors the spirit of Bengaluru itself.



Nativity's final tasting notes are a symphony of flavors that tantalize the palate. The peated smokiness provides a robust foundation, while fruity and floral hints add a layer of complexity. The undertones of dark chocolate, raisin, and nutty palate create a harmonious balance, leaving a dry finish that lingers on the taste buds. The exclusive blind tasting on 3rd February held in Bengaluru itself has set the stage for the grand reveal of Nativity. Whisky enthusiasts and connoisseurs had the opportunity to experience the magic behind the scenes, tasting the craftsmanship that went into creating this masterpiece.

In conclusion, Amrut's Nativity is more than just a whisky; it is a celebration of Bangalore's spirit. From its conception in 2023 to the global exclusive launch at Bengaluru Duty-Free Terminal 2, every step in the journey of Nativity reflects Amrut's dedication to its roots and the city that has inspired its success. As whisky lovers raise their glasses to savor the rich and bold flavors of Nativity, they also raise a toast to the vibrant city of Bangalore and Amrut's enduring love for Karnataka.

"Scheduled for launch on February 14th, we've already garnered pre-reservations for Nativity. This early interest provides insight into the enthusiasm people have for acquiring a new and exclusive edition of Amrut, exclusively available at Bengaluru Duty-Free. With ample stock already available for purchase and a steady production flow, we are experiencing a favorable response, instilling confidence in Amrut as a trailblazer in the global arena of Indian single malt. We foresee a promising journey ahead with Nativity."

Sharath Kanth,
Country Commercial
Director, Avolta



" 'Nativity' is my love for the state of Karnataka and the product of an idea brought to Malay and Sharath, made possible through teamwork, marking it as Amrut's 45th expression of single malts. As an ode to the standard of Indian whisky, I am confident that we will be able to set a benchmark with this single malt, evoking nostalgia. We have also given birth to a never-before-seen phenomenon in the global alcohol beverage industry by launching exclusively in Bengaluru Duty-Free."

Ashok Chokalingam
Head of Distilling and
International Sales,
Amrut Distilleries

"A remarkable single malt, 'Nativity' from Amrut pays tribute to the thriving city of Bangalore and the rich legacy of Karnataka. It is an example of our dedication to providing whisky enthusiasts with unmatched experiences." "Nativity" is an invitation to discover the depths of Indian craftsmanship and the distinct geography of our adored state, not just a drink. We are delighted to distribute this manifestation of love and custom, making sure that the spirit of Karnataka travels to every part of the globe. This project demonstrates our commitment to honouring our history while welcoming Indian whisky's future on the international scene."

Kunal Patel,
MD and CEO of
Monika, Alcobev

