

Royal Challenge Launches 'Irish Trail' with an Immersive Celebration of Irish Pub Culture

The new blend brings authentic Irish whiskey heritage to India through a curated bar experience

Hyderabad, 13th March 2026: Royal Challenge has launched Irish Trail, its newest whiskey blend, with an immersive bar experience that brought authentic Irish pub culture to life in India. The evening took guests on a journey through a carefully curated venue Cock and Bull, Madhapur, Hyderabad—celebrating the spirit of camaraderie, connection, and music that defines the Irish pub experience.

Royal Challenge Irish Trail is an exquisite blend that combines Irish Grain, Malt, and Pot Still Whiskey, skilfully harmonized with select Indian Malt. The result is a refreshingly smooth whiskey that delivers creamy sweetness with delicate vanilla undertones and subtle hints of matured oak, finishing with an exceptionally sweet and smooth profile that's perfectly accessible for contemporary consumers.

The launch experience showcased Irish Trail through multiple touchpoints — from interactive showcase zones and branded pub games to live Irish singalong performances and curated cocktails. The evening culminated in the official unveiling, where guests witnessed the launch moment and experienced an array of cocktails like: Irish Coffee, Irish Old Maid, Irish Buck, Irish Sour, Pickled Trail, which highlighted the blend's versatility and smooth profile.

Elaborating on the launch, **Ruchira Jaitly, Chief Marketing Officer, Diageo India**, said: *“Today’s consumers are increasingly seeking distinctive, globally inspired experiences when it comes to their choice of spirits. They value offerings that combine authenticity, smoothness, and a sense of discovery while reflecting evolving trends in the whiskey category. Royal Challenge Irish Trail brings this to life through an exquisite blend of Irish Grain, Malt, and Pot Still whiskeys, skilfully harmonized with select Indian Malt, delivering a refreshingly smooth whiskey designed for contemporary tastes. Created for the globally exposed, digitally connected consumer, it fits seamlessly into social occasions—whether at pubs, bars, or gatherings, bringing a fresh and approachable whiskey experience to the category.”*

With Royal Challenge Irish Trail, Diageo India continues to expand its premium portfolio, bringing international whiskey styles to Indian consumers while maintaining the accessibility and smoothness that defines contemporary drinking occasions. The blend represents a new chapter in how India experiences Irish whiskey — one that's social, exploratory, and rooted in the rich heritage of Irish pub culture.

Royal Challenge Irish Trail is currently available only in Telangana for INR 1360 for 750ml, INR 680 for 375ml and INR 340 for 180ml.

About Diageo India

Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 35 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com.

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.