

ON AND OFF THE COURSE

BY GODFREY ROBERT

THE BIG PLAYER

As a sponsor and participant, Edrington, Team Macallan has made a massive impact on the 2017 Business Times Corporate Golf League. While the team do not harbour a winning obsession, where Edrington has scored is in playing a big part in the event as a sponsor, and all participants look forward to enjoying the whisky, on-and-off-course. Here, Edrington's Regional Head of Finance Jason Tiang, 34, expresses his company's commitment to the event, which provides great collaborations and partnerships not only with the organiser but also many other stakeholders.

How and why did Edrington get involved in the Business Times Corporate League?

The Business Times Corporate League has been around for a long time and there has always been great buzz around this event.

At Edrington, we are always on the lookout for opportunities to connect and uphold the spirit of giving with the society or our partners at large.

Edrington has enjoyed pronounced collaborations with Business Times Golf at networking events of a smaller scale in the past. There were definitely great synergies in our partnership, hence we decided to extend it further by coming on board as a key sponsor for the event this year.

We see the Business Times Corporate League as a good occasion to forge and strengthen relationships amongst our key stakeholders, both on-trade and off-trade.

The event is also an avenue for us to pull together participants from all walks of life and providing a platform for them to get in touch with like-minded individuals at the various premier golf courses in Singapore.

Edrington, via Macallan, is a key sponsor of the BT League? Why the involvement, and do you find that you get sufficient bang for your buck in this event?

The Macallan is the core brand under Edrington's portfolio and golf has always been a strategic lifestyle avenue for us to connect with our potential and existing consumers.

Back in 2015 and 2016, we organised our own golf-related series with a fund-raising element – The Macallan M Masters Golf Tournament.

Our key customers got together for a game of golf and an impressive amount was raised during the event, which was channelled to a local charity organisation.

This year, we decided to partner with Business Times Golf, an established organiser that has been helming the exclusive golf tournament for eight years now.

The event to be a good platform to forge and strengthen relationships amongst our key stakeholders. It has proven to be a fruitful collaboration as all



of our invited guests have commended the organisation of the golf tournament and provided positive and valued feedback with regard to the event.

In this year's edition, we have a dedicated novelty game – The Macallan Drive to Flag.

Golfers with the nearest to flag get to bring home either a bottle of The Macallan Fine Oak 12 Years Old or The Macallan Fine Oak 15 Years Old, while the overall winner of the Corporate League walks away with a bottle of The Macallan Rare Cask!

On top of these, we have the fine Macallan whiskeys being served during the golf games to deliver that additional boost to each player's swing.

Edrington (The Macallan) has entered a team for the competitive event. Why?

Yes, Edrington entered a team – Team Macallan, which is made up of some key trade partners and selected private customers. We decided to participate under our core brand, The Macallan; echoing the brand's promise to create a truly distinctive whisky by marrying different casks in its making.

Do you play golf? If so, do you play for your team. Your team is in the bottom half of the 12-team table, so obviously winning is not an obsession for your team?

I do play golf and really enjoy heading out for a round with friends. I started golf about eight years ago and have played intermittently since then. The lack of consistent playing reflects directly in my handicap (it isn't very good!).

I am registered for our team although I haven't played yet due to travel commitments. Winning is definitely a bonus but the main purpose of our participation is to enjoy the game, enjoy the company of like-minded golfers and to enjoy The Macallan!

Do you have a favourite golfer?

My favourite golfer is Minjee Lee, purely due to location bias. She is from my hometown of Perth in Australia. We also went to the same high school (although I was long graduated before she was there), she was a member of our local Melville Glades Golf Club and even lived in the same suburb!



AUDI A5 SPECIFICATIONS & FEATURES

Model name: Cabriolet 2.0 TFSI S tronic
Engine: 1984cc, inline-4 cylinder, turbocharged
Power: 190hp
Torque: 320Nm
Top speed: 237km/h
0-100km/h: 7.9s
Consumption: 5.9L/100km
Price: \$245,621 incl. COE

Features:

- Audi virtual cockpit
- Full LED headlights and tail lights with dynamic turn signals
- Fully automatic soft-top can be retracted at speeds up to 50km/h
- Seatbelt mounted microphones
- Audi smartphone interface for access to Apple CarPlay
- Audi drive select dynamic handling system