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GRANT'S OPENS A NEW CHAPTER IN ITS 124 YEAR STORY WITH THE INTRODUCTION OF NEW FAMILY TREE ICON

New Premium Packaging Represents Five Generations of Whisky Making Expertise

Following a successful year where Grant's blended Scotch whisky reached the global podium of Scotch whiskies*¹, and scooped a number of top industry awards for its quality*², the brand embarks on the next chapter in its 124 year story with the introduction of its new distinctive family tree icon to its premium packaging.

The family tree, which represents the five generations of family ownership, will be added to the label of the iconic triangular shaped bottle and carton. It will also be accompanied by the guiding words "*Established 1887*", representing the beginning of the William Grant story.

Kate Athanasi, Grant's Global Brand Director says: "The new packaging is another big step forward for Grant's as it represents our growth and development into a distinctive global whisky brand. The branches from our new family tree icon tell the story of our heritage and expertise that has been handed down through five generations of family ownership. Distinctive, relevant and with a captivating personality; Grant's truly has a compelling story."

The bottle's famous, iconic triangular shape, which was first introduced by renowned designer Hans Schlegel in 1956, will remain. However, the newly enlarged label has been redesigned to highlight the unique flavour of this award winning blend and celebrates the characteristics of Grant's Family Reserve.



In 2012, the brand is set to evolve with the global roll out of the Grant's True Tales experiential platform, the launch of a Grant's family 'home' at the distiller's Dufftown distillery and continued roll out of the brand's multi award-winning aged variants, Grant's 12 Year Old, Grant's 18 Year Old and Grant's 25 Year Old.

The new packaging will be available for Grant's Family Reserve in the UK from January 2012.

-ENDS-

For further information, please contact Kirsty Chant or Lucy McCulloch at touch pr
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Editors Notes:

*1 IWSR 2011

*2 Recent awards include:

Grant's Family Reserve:

- 2011 Scotch Whisky Masters, Gold Medal
- 2011 Los Angeles International Wine & Spirits Competition, Silver

Grant's Ale Cask:

- 2011 Scotch Whisky Masters, Gold
- 2011 International Spirits Challenge, Gold
- 2011 International Wine & Spirit Competition, Silver Best in Class

Grant's Sherry Cask:

- 2011 International Spirits Challenge, Silver

Grant's 12 Year Old:

- 2011 International Spirits Challenge, Gold
- 2011 International Wine & Spirit Competition, Silver

Grant's 18 Year Old:

- 2011 Scotch Whisky Masters, Master
- 2011 International Wine & Spirit Competition, Silver
- 2011 International Spirits Challenge, Silver

Grant's 25 Year Old:

- 2011 Jim Murray's Whisky Bible, Best Blended Scotch 19 – 25yrs
- 2011 International Wine & Spirit Competition, Gold Medal
- 2011 International Spirits Challenge, Silver

About Grants

- The deliciously complex and smooth taste of Grant's Blended Scotch Whisky is down to the way it is made from a recipe created more than 100 years ago by William Grant. Passed down from generation to generation, today it is the expert skills of the Grant's Master Blender, along with a team of craftsmen, who keep alive William Grant's pioneering spirit and his passion for blending the finest whisky



- Grant's Blended Scotch Whisky is produced by William Grant & Sons, an award-winning family-owned distiller founded by William Grant in 1886 and today still controlled by his direct descendants. The Company distils some of the world's leading brands of Scotch whisky, including Grant's, the world's favorite single malt Glenfiddich, and the handcrafted range of The Balvenie single malts, as well as selected other spirits, including Hendrick's Gin
- For more about Grant's Blended Scotch Whisky and for our latest news visit:
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