



21st November 2011

Glenfiddich, The Balvenie and Sainsbury's join forces for a live webcast tasting

At 7pm GMT on Thursday 24 November 2011 the UK's number one Scotch malt whisky, Glenfiddich, The Balvenie and Sainsbury's will join forces to broadcast a live one-hour webcast whisky tasting.

Throughout the broadcast, eight Scotch malt whiskies will be nosed and tasted and topics such as distillation and maturation discussed. The event will be aired live from the award winning Glenfiddich distillery via <http://distillerytasting.co.uk>.

The expert panel consists of whisky writer and broadcaster Eddie Ludlow, The Balvenie Global Ambassador Sam Simmons, Glenfiddich UK Ambassador Jamie Milne, Sainsbury's malt whisky buyer Steve Smith and malt enthusiast and Sainsbury's shopper Richard Berry. Panel chair Eddie Ludlow comments: "This is an incredibly exciting project, bringing together, I believe for the first time, the distiller, retailer and consumer."

Viewers will be given the opportunity to submit real time questions to the panel via the website and can also follow the conversation on social network twitter by searching for #distillerytasting.

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For further information, please contact Kirsty Chant or Kara Duggan at touch pr on 0870 774 0707 or email kirsty@touch-pr.co.uk

Notes to Editor

Whiskies to be tasted:

- Glenfiddich 12 year old, 15 year old, 18 year old
- Glenfiddich Rich Oak
- The Balvenie Doublewood and The Balvenie Signature
- Sainsbury's Taste The Difference Islay Scotch malt whisky
- Sainsbury's Taste the Difference Highland Scotch malt whisky