



Rare and Precious Whisky Unveiled By Glenfiddich

Highly anticipated Glenfiddich 40 Year Old is released worldwide

Glenfiddich today announced the release of a strictly limited number of bottles of Glenfiddich 40 Year Old – an exquisite single malt whisky created using the remnant vatting system. Previous releases of this masterpiece have received numerous prestigious industry awards* and it is the only whisky to ever win the industry’s two most prestigious trophies in the same year.

This is the 6th release of Glenfiddich 40 Year Old and, with only 600 bottles released worldwide, it is eagerly anticipated by connoisseurs the world over. Matured in oak casks for at least 40 years, this single malt was specially selected by Glenfiddich’s skilled craftsmen and added to the remnant of the previous year’s vatting to impart a great depth of flavour and consistency to the single malt – and a quality unrivalled in other rare whiskies of this age.

Peter Gordon, the current Chairman, fifth generation descendent of the distillery’s founder and great-great-grandson of William Grant, commented: “At Glenfiddich we pride ourselves on our pioneering spirit and exacting standards. The Glenfiddich 40 Year Old is truly testament to this and to our aim to produce the ‘best dram in the valley’. It is a great honour to release such a distinguished whisky to enthusiasts around the world and add to our existing portfolio of rare and precious aged single malts.”

The nose of the Glenfiddich 40 Year Old is beautifully rich with layer upon layer of dried fruits, dark chocolate, roasted coffee and ripe black cherries and occasional notes of gentle wood smoke, polished leather and cloves. The taste is silky smooth and luxurious with initial flavours of intense dried fruits, Christmas cake, dates, raisins and stewed apples which are later taken over by slightly dryish oak and some bitter chocolate notes with a mere hint of peat. The finish is incredibly long lasting and complex – a truly memorable experience.

The quality and heritage of this whisky is reflected in the packaging. The uniquely shaped bottles, which have a thick glass base, are individually numbered, hand-signed, sealed with a wax security tag and inlaid with a copper badge. Encased in a luxury hand-stitched calf leather case, the outer packaging features details echoing historical packaging and distillery decoration.



The engraved copper badge on the top of the case is surrounded by fine filigree detailing. Copper detailing also embellishes the corners of the case.

This luxurious package, complete with lock and key, comes with a matching leather bound book detailing the whisky's unique history and includes space for owners to record personal tasting notes. Also included is a correspondingly numbered certificate that has been hand-signed by Peter Gordon and four of the distillery's long-serving craftsmen, David Stewart, Don Ramsay, Eric Stephen and Dennis McBain. The Glenfiddich 40 Year Old is packaged exquisitely, yet subtly – a true reflection of the whisky and Glenfiddich's heritage.

Glenfiddich 40 Year Old has an ABV of 45.8% and will retail for £1,700 per bottle

ENDS

For further information, please contact Caroline Lott or Lucy McCulloch, touch pr on 0870 774 0707 or email caroline@touch-pr.co.uk

*Previous releases of the Glenfiddich 40 Year Old have received the following awards:

Competition	Year	Award
International Wine & Spirit Competition	2009	Gold Best in Class
International Spirits Challenge	2009	Silver
International Spirits Challenge	2008	Gold
International Spirits Challenge	2008	Trophy - Best Single Malt
International Wine & Spirit Competition	2008	Morrison Bowmore Trophy for Single Malt Scotch Whisky over 15 years old
International Wine & Spirit Competition	2008	Gold Best in Class
Scotch Whisky Masters	2008	Silver



International Spirits Challenge	2007	Bronze
International Wine & Spirit Competition	2007	Gold Best in Class
International Wine & Spirit Competition	2006	Silver Best in Class
International Wine & Spirit Competition	2006	Silver
International Spirits Challenge	2005	Silver
International Wine & Spirit Competition	2005	Silver Best in Class
International Spirits Challenge	2004	Silver
International Wine & Spirit Competition	2004	Silver
Whisky Magazine Best of the Best	2003	Gold
International Spirits Challenge	2003	Silver
International Wine & Spirit Competition	2003	Silver
International Spirits Challenge	2002	Bronze
International Wine & Spirit Competition	2002	Gold
International Spirits Challenge	2001	Gold
International Wine & Spirit Competition	2001	Gold

Notes to editors

The Glenfiddich 40 Year Old is widely recognised as one of the finest whiskies ever produced, with previous vattings winning some of the industry's most illustrious awards:

- In 2003, the Glenfiddich 40 Year Old was named the 'Best of the Best' by *Whisky Magazine*
- In 2008, the Glenfiddich 40 Year Old became the first ever single malt to claim the Trophy award at both the ISC and IWSC in the same year

William Grant & Sons Ltd:



- William Grant & Sons is an independent family-owned distiller founded by William Grant in 1886 and today still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich[®], the handcrafted range of The Balvenie[®] single malts and one of the world's best loved blended Scotches, Grant's[®], as well as selected other spirits, including Hendrick's[®] Gin, and Sailor Jerry[®] Spiced Rum
- Click on www.williamgrant.com for more information on the Company and its brands