



GLENFIDDICH GIVES YOU A THIRST FOR NEW ADVENTURE

Pioneering 'Explorers' website inspires and rewards whisky aficionados

Glenfiddich, the world's most awarded single malt Scotch whisky, today announces exciting new developments to its 'Explorers' programme. Glenfiddich is inspiring its members with a new website, enabling them to explore the world of whisky and adventures through some truly pioneering content - www.glenfiddichexplorers.co.uk

An industry first, Glenfiddich has recreated online, one of its most treasured distillery warehouses, which is usually only accessed by a select few. Via an innovative application, visitors to the virtual warehouse can now take a look inside the fabled walls and have the chance to open a barrel and win its contents - from bottles of the precious liquid to private tasting sessions with Malt Master Brian Kinsman - there is even the chance to win a £3000 adventure of a lifetime.

The site also hosts an interactive gallery of the world's most uplifting adventures and experiences compiled by a panel of experts and distilled by Glenfiddich. Curated by former journalist and GQ features editor, Stephen Hobbs, the list of life's adventures and images has been carefully selected or commissioned from around the globe. Members of the new Explorers programme will now be given opportunities to discuss and share their future challenges and dreams, and inspire each other to achieve their pioneering potential. Discussions will also extend to Facebook where fans can vote on what challenges they would like to hear about next.

In addition, Explorer members get the chance to preview new whiskies, attend private tasting sessions and exclusive events.

Jamie Milne, Glenfiddich's UK brand ambassador says: "At Glenfiddich we strive to be inspiring and pioneering in everything we do. We know that our consumers share this spirit and the evolution of the Explorers programme is about encouraging single malt whisky lovers to really challenge themselves; to enjoy new adventures and reap the rewards."

The Glenfiddich Explorers website, www.glenfiddichexplorers.co.uk also features a blog and modules which celebrate the unique characteristics of the award winning range of Glenfiddich single malt Scotch whiskies.

- Ends -



Notes to editors

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

- Click on www.williamgrant.com for more information on the Company and its brands
- 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, Sailor Jerry[®] Spiced Rum and, most recently, Tullamore Dew Irish Whiskey
- Glenfiddich is the world's most awarded single malt Scotch whisky having won more than twice as many ISC/IWSC awards since 2000, versus its nearest competitor
- Glenfiddich is wholly owned by William Grant & Sons Limited and is distributed in the UK through First Drinks Brands – www.firstdrinks.co.uk
- The Glenfiddich range of single malt Scotch whiskies are available nationwide and include the Glenfiddich 12 Year Old, Glenfiddich 15 Year Old, Glenfiddich 18 Year Old