

DRAM IN THE DARK MOVEMENT TO RAISE FUNDS FOR EARTH HOUR

Glen Grant teams up with The Whisky Exchange for intriguing WWF fundraising activity

London, 10 March 2017: Whisky drinkers are being encouraged to pour a good measure, switch off the lights and ‘dram in the dark’ during Earth Hour. The annual event raising money for WWF climate change campaign takes place on Saturday 25th March, 8.30-9.30pm. The current title holder of *Best Scotch Whisky in the World**, Glen Grant, has teamed up with the internet’s number one specialist retailer of whisky and fine spirits, The Whisky Exchange for a number of awareness and fundraising initiatives.



- Dram In The Dark tasting at The Whisky Exchange store in Covent Garden, London. The full range of Glen Grant whiskies – Major’s Reserve, 10 Year Old, 12 Year Old and 18 Year Old – will be served in a candlelight tutored tasting. Tickets cost £10 from <https://billetto.co.uk/dram-in-the-dark-for-earth-hour>
- For every bottle of Glen Grant sold via The Whisky Exchange in March, Glen Grant will donate £3 to the Earth Hour campaign
- Drinkers sharing their #DramInTheDark pictures and raising awareness of climate change will be in with the chance of winning Glen Grant special prizes

Commenting on the campaign, Nick Williamson, Marketing Director Campari UK, said: “Whisky drinkers are well known for being a caring, sharing bunch of people and we’re sure they’ll get right behind the campaign to Dram in the Dark. Those that take part will really put their nose to work. Whisky’s aroma is a big part of the overall taste, so they’ll be in for a real treat as well as doing a their bit for a very good cause.”

“There is little we enjoy more than organising unique events that teach our customers about whisky in a novel way. We’ve never done anything like the Dram in the Dark tasting before, and it’ll be interesting to see how the environment affects how people appreciate Glen Grant’s whiskies. Being able to do this



while raising money for Earth Hour is a great bonus.” Added Sukhinder Singh, Co-Founder of The Whisky Exchange.

Glen Grant’s new range of aged single malt Scotch whiskies has continued to turn heads as it secured some of the whisky industry’s most prestigious awards in 2016, including the 10 Year Old winning Best Single Malt Scotch (10 Years and Younger) for the fifth year in a row and the 18 Year Old winning overall Best Scotch Whisky in Jim Murray’s Whisky Bible 2017.

ENDS

For more information, photography, an interview or to attend the tasting, please Steely Fox:
Laura Cavanagh; campari@steelyfox.com; 07716 022 495

Notes to Editors:

* Jim Murray’s Whisky Bible 2017

About Glen Grant

Glen Grant’s story began in 1840, in Rothes, Speyside – Scotland’s premier region for whisky production; by brothers John and James Grant. Still produced in Rothes today, Glen Grant is currently the world’s number 5 selling single malt Scotch whisky and holds a range of prestigious industry awards.

The elegant and seductively smooth taste for which Glen Grant is renowned, is the result of the innovative tall slender stills and revolutionary purifiers that James 'The Major' Grant, son of founder James Grant, was one of the first to introduce over a century ago. Still used to this day, this lasting legacy continues to distinguish the brand.

Today, Dennis Malcolm, the multi-award winning Glen Grant Master Distiller, directs and presides over the amber liquid. Born in the grounds of Glen Grant in 1946, he has worked for Glen Grant for over five decades, with an uncommon passion and unrivalled knowledge of the industry. Dennis’ unmatched Scotch whisky experience ensures that every expression in the Glen Grant range makes the absolute best of the complex alchemy of spirit, wood and time.

Glen Grant became part of the Gruppo Campari portfolio in 2006. The ABV of each Glen Grant single malt Scotch whisky differs between each expression and consumers are encouraged to always drink responsibly.

ABOUT Campari UK:

Gruppo Campari’s UK subsidiary, headquartered in London. A multicultural and dynamic team composed of 40 Camparistas from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: the Italian portfolio with heritage brands such as Campari and Aperol and the white & dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof, as well as Wild Turkey Kentucky Bourbon. The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for Bulldog Gin. www.campariuk.com

ABOUT GRUPPO CAMPARI:



Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI – Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com . Please enjoy our brands responsibly.