



**GLEN GRANT ADDS THREE NEW PREMIUM SINGLE MALT SCOTCH WHISKIES
AND UNVEILS NEW PACKAGING DESIGN**

Award-winning Glen Grant launches new premium quality whiskies: 12 Year Old, 12 Year Old Non Chill-Filtered and 18 Year Old

LONDON, 24th MAY 2016 – Award-winning single malt Scotch whisky, Glen Grant, today announces the launch of new **12 Year Old, 12 Year Old Non Chill-Filtered and 18 Year Old** single malt Scotch whiskies whilst unveiling a new contemporary brand identity with packaging and logo redesign. The introduction of three unique and unmatched expressions to Glen Grant's existing portfolio aims to reaffirm Glen Grant's position as a leading player in the luxury whisky market and answers the surge in global sales of premium single malt Scotch whisky.

Launching in June, the new **12 Year Old, 12 Year Old Non Chill-Filtered and 18 Year Old** expressions will allow consumers to enjoy the unfolding layers of mature and beautifully intricate taste and aroma that is achieved only through Glen Grant's unique distillation process.



Glen Grant 12 Year Old is a remarkable single malt Scotch whisky. With a bright, golden colour and pleasant aromas of orchard fruit, almond and citrus, this exceptional whisky delights the palate with exquisite and delicate notes of apple pie crust and caramel and finishes with lingering fruit and subtle hints of spice.

The 12 Year Old Non Chill-filtered, which will be exclusively available to travel retailers, delivers a full and creamy mouth-feel, with an aroma and flavour that, is unmistakably Glen Grant. With its signature bright, golden colour and a sweet, welcoming nose, this beautifully crafted whisky offers notes of toffee and rich fruit, and a pleasingly long, nutty finish with subtle bursts of spice.

The rarest in the new collection is the Glen Grant 18 Year Old. This unrivalled single malt Scotch whisky matures for at least 18 years in the highest quality, handpicked oak casks, which creates a radiant golden colour and seductive floral and oaky aroma. Deeply layered and complex, this rich and vibrant whisky delivers beautifully intricate flavours of malted caramel, vanilla, and raisins and lingers with a long, sweet and pleasantly spicy finish.

The latest packaging features a new colour palette, allowing the consumer to easily identify the different dram varieties. The 12 Year Old and 12 Year Old Non Chill-Filtered feature a striking bronze label and casing, while the 18 Year Old is enclosed within a superior frosted-blue gift box with luxurious silver hues, reiterating its premium status.





The new Glen Grant logo, the Grant family monogram, stands proudly on the front of each bottle – with the letters 'J' 'R' and 'G' delicately intertwined in a timeless design. 'J' for James 'The Major' Grant and 'R' for his first wife Rose, reminding consumers of the deeply rooted family heritage which helped to produce one of the world's finest single malt Scotch whiskies.

Melanie Batchelor, Global Vice Press President of Spirits at Gruppo Campari, commented: "We are delighted to launch our new range of aged products and unveil our brand new, contemporary logo and packaging. Glen Grant has made a significant investment in its production within the worldwide luxury whisky market to meet the increased consumer appetite for premium whisky with a rich background. We are extremely proud of our new look which perfectly represents the passion, craftsmanship and family heritage of Glen Grant, while staying true to our Scottish heritage. We are confident that through our unique quality and history, our new aged range of products will prove extremely popular with our consumers."

Glen Grant's new packaging will be rolled out across all Glen Grant products from June. The new 12 Year Old single malt Scotch whisky will be available to purchase from June at the [Whisky Exchange](#), whilst the new 12 Year Old Non Chill Filtered will be available from June to purchase from duty free and travel retailers. The new 18 Year Old expression will be available from June to purchase from Tesco.

-ENDS-

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, including being awarded Jim Murray's Best Single Malt Scotch: 10 Years and Under for four years in a row and Single Malt of the Year (Multiple Casks) for 2016.

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.

The complete Glen Grant range includes the refined Major's Reserve, 5 Year Old, 10 Year Old, 12 Year Old, 12 Year Old Non Chill-Filtered, 18 Year Old and a selection of limited edition bottles; each with their own distinct flavour and aroma that perfectly captures the spirit of Glen Grant's heartland.

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.

ABV of Glen Grant single malt Scotch whiskies

- The Major's Reserve - 40% ABV
- 5 Year Old – 40% ABV
- 10 Year Old – 40% ABV
- 12 Year Old – 43% ABV



- 12 Year Old Non Chill-Filtered – 48% ABV (Travel retail exclusively)
- 18 Year Old - 43% ABV

About Glen Grant 12 and 18 Year Old single malt Scotch whiskies:

Glen Grant 12 Year Old single malt Scotch whisky

The new Glen Grant 12 Year Old single malt Scotch whisky will be available online at the [Whisky Exchange](#) at the recommended retail price of £37.40.

The 12 Year Old malt bears the same bright gold hue as is synonymous with the Glen Grant range. Orchard fruits combine with hints of almonds and citrus to create a lingering fruit finish which is enhanced by subtle hints of spice. The ABV is 43%.



Tasting notes:

- Colour – Bright gold
- Aroma – Honey, pear and apple with hints of almonds and citrus
- Taste – Apple pie crust, caramel and vanilla
- Finish – Lingering fruit with subtle hints of spice

Glen Grant 12 Year Old Non Chill-Filtered single malt Scotch whisky

The new Glen Grant 12 Year Old Non Chill-Filtered single malt Scotch whisky will launch only in duty free and travel retailers at the recommended retail price of £37.00. The ABV is 48%.

The 12 Year Old Non Chill-Filtered offers a unique aroma of butterscotch and vanilla, mixed with hints of almond and clove spice. This results in a long, fruity and nutty finish, leaving a taste of toffee apple combined with rich, complex fruit.



Tasting notes:

- Colour – Bright gold
- Aroma – Butterscotch with vanilla, almonds and clove spice
- Taste – Toffee apple with rich complex fruit
- Finish – Long, chewy with a fruity and nutty finish

Glen Grant 18 Year Old single malt Scotch whisky





A very limited number of bottles of the new Glen Grant 18 Year Old single malt Scotch whisky will be available online at the [Whisky Exchange](#) at the recommended retail price of £110.

A very limited number of bottles of the new Glen Grant 18 Year Old single malt Scotch whisky will be available.

Glen Grant's 18 Year Old expression is rich and floral on the palate; its oaky overtones combined with baking spices to deliver the delicate aroma of malted caramel, with a sweet nutty finish. The ABV is 43%.

Tasting notes:

- *Colour – Bright gold*
- *Aroma – Rich and floral with oaky overtones and hints of baking spices*
- *Taste – Malty caramel, delicate, dried raisins and vanilla*
- *Finish – Long and sweet with hints of nuts and spice*

Contact Information:

For more information and images, or to try samples of Glen Grant's new single malt Scotch whiskies, please contact:

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