



PRESS RELEASE

## GLEN GRANT CELEBRATES 170 YEARS OF TRADITION AND INNOVATION

**ROTHES, Scotland, June 10<sup>th</sup>, 2010** – This year sees Glen Grant celebrate 170 years of passion and excellence in whisky making. The Speyside distillery has been producing its famous single malt whisky since it was established in 1840 by former smuggling brothers James and John Grant.

With the 170th anniversary, the Glen Grant story will continue to maintain the forward-thinking traditions of the Grant family. Its whiskies are still made on the same grounds as those first established by its founders. With the sea and port of Garmouth nearby, the River Spey at its feet, peat in the vicinity, and barley-growing plains in close proximity, all the basic ingredients of malt whisky were at their fingertips. These traditional ingredients combined with the innovative distilling methods that James 'The Major' Grant, son of founding brother James Grant, developed are still used to this day to create the unmistakable flavour, colour and finish of Glen Grant. The distillery's unique tall slender stills and special purifiers that were developed over a century ago continue to give its whiskies a light, fresh character – making the innovative Glen Grant whisky clearly different from any other brand.

To celebrate 170 years of uncompromising and passionate whisky making Glen Grant has created an inimitable experience with the launch of a 170<sup>th</sup> Anniversary Limited Edition Single Malt Scotch Whisky. A whisky lover's dream, the commemorative edition has been specially crafted by Master Distiller, Dennis Malcolm, who has carefully selected the most valuable Glen Grant casks from 1976 to 1999 and married them together to create one unique Glen Grant expression.

*“170 years on, we continue to build on the combination of tradition and innovation that the Grant brothers brought to their whisky making all those years ago,”* **Glen Grant Master Distiller, Dennis Malcolm** commented. *“We wanted to celebrate the history of the brand whilst translating the unique Glen Grant approach into something new and unexpected with the the 170th Anniversary Limited Edition whisky.”*

Embodying well over a century of tradition and innovation, the magnificent 46% abv (alcohol by volume) limited edition Single Malt, perfectly delivers the seductively smooth taste for which Glen Grant is renowned; with rich tones of ripe orchard fruits interlaced with hints of peat smoke. Careful cultivation in oak casks as it matures over time has created a fresh and natural Single Malt Scotch Whisky with a distinctive golden brown colour.



The Glen Grant 170<sup>th</sup> Anniversary Limited Edition will be available starting August 2010 at the recommended price of 100 Euros, sold in a premium gift pack, across Europe, Taiwan, Travel Retail markets and the Glen Grant Distillery visitor centre in Rothes, Scotland, in a 70 cl bottle.

For more information go to:

[www.camparigroup.com](http://www.camparigroup.com)

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#### **Notes to editors**

For more information on Glen Grant brand history, press kit and downloadable images please visit:

[http://www.camparigroup.com/en/press\\_media/image\\_gallery/glen\\_grant\\_download.jsp](http://www.camparigroup.com/en/press_media/image_gallery/glen_grant_download.jsp)

#### **About Glen Grant**

**Glen Grant** became part of the Gruppo Campari portfolio in 2005. The brand is currently the world's number 5 selling Single Malt Whisky and is an Italian icon and market leader. The Glen Grant range includes the refined Major's Reserve, 10 Year Old, 16 Year Old, 1992 Cellar Reserve and the 170<sup>th</sup> Anniversary Limited Edition. Glen Grant was founded 170 years ago in Speyside, Scotland by former smuggling brothers John and James Grant. The unique and seductively smooth taste for which Glen Grant is renowned is the result of the innovative tall slender stills and special purifiers James 'The Major' Grant, son of founding brother James Grant, introduced over a century ago and that are still used to this day.

#### **About Gruppo Campari**

**Gruppo Campari** is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the [USA](#) and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#) and [SKYY Vodka](#), stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [CampariSoda](#), Cynar, [Glen Grant](#), [Ouzo 12](#), [X-Rated](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 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. [www.camparigroup.com](http://www.camparigroup.com)