



WORLD'S MOST AWARDED SINGLE MALT SCOTCH WHISKY GLENFIDDICH 21 YEAR OLD

A RARE INDULGENCE

Patently matured for 21 years on-site at the distillery, it is an exquisite, traditional Speyside whisky, rich and ripe with our Glenfiddich signature notes. But rather than bottle it, as other distillers would, our Malt Master, Brian Kinsman, hand picks selected barrels and adds a sublime finishing touch.

By finishing our 21 Year Old in Caribbean rum casks it awakens the liquid, rousing it with extra exotic notes of ginger, fig, lime and banana and a vibrant spicy toffee warmth, elevating it from something great to something extraordinary.

Raised in Scotland. Roused by the Caribbean.

PRODUCT FEATURES

Carefully matured for a minimum of 21 years in American Oak ex-Bourbon barrels and European Oak Oloroso Sherry casks for balanced flavor

The matured whisky is married together in small batches of individually numbered oak tuns before bottling for a smoother, more harmonious taste



RESERVA RUM CASK FINISH

NOSE

Intense and sweet, floral, hints of banana, figs, toffee, leather and oak.

TASTE

Initially soft, then brisk, vibrant and drying, peppery, a touch of smoke, oak, lime, ginger and spices.

FINISH

Very long, warming, dry and spicy.

ABV 40% ALC/VOL, 750ML.

PART DESC	PART NO	UPC	NABCA CODE	SCC
GLENFIDDICH 21 750ML	276582	083664 872565	101-5002-75	10083664872562
CASES PER PALLET	CASES PER LAYER	LAYER PER PALLET	CASE WEIGHT	CASE L W H
68	17	4	15.755 LBS	L- 14.8" W- 6.9 H- 13.5



GLENFIDDICH 21 YEAR OLD GRAND RESERVA KEY SELLING POINTS

FAMILY RUN SINCE 1887

Glenfiddich is crafted with more care, knowledge and passion, backed by the values and heritage of the original founding family

THE WORLD'S MOST AWARDED SINGLE MALT

Glenfiddich has been recognized with more awards from the world's leading competitions- The IWSC and IWC - than any other single malt

UNPARALLELED CRAFTSMANSHIP

Craftsmen who make Glenfiddich have over 1,00 years of combined whisky-making experience

SINGLE WATER SOURCE

Glenfiddich is one of the few distilleries to use the same natural Scottish spring water from the Robbie Dhu Spring throughout its entire production process

OUR TARGET CONSUMER

W/M, 30 - 55 years old, Educated and Affluent
Existing single malt drinkers
Discerning taste with appreciation for quality
Driven to be successful and values status among his peers
Marks an occasion with an extraordinary single malt

DRINK OCCASION

Special moments shared with people you care about, celebrations, special gift, unwinding and dining
Serve neat, on the rocks or with a splash of water



ON-PREMISE

Must stock item for all prestige bars or fine dining accounts, where it must be on the drinks menu and single malt lists

OFF PREMISE:

Better liquor stores with good single malt or Scotch offerings

PRIMARY COMPETITORS

The Glenlivet 21YO
& The Macallan 18YO / 25 YO

The Glenfiddich range has received more awards since 2000 than any other single malt Scotch whisky in two of the world's most prestigious competitions, the International Wine & Spirit Competition and the International Spirits Challenge