



SPECIAL EDITION 12 YEAR AMONTILLADO SHERRY CASK FINISH

This vibrant single malt scotch whisky is matured for 12 years in American and European Oak Sherry casks before finishing in Amontillado casks for a distinctively rich and refined depth of flavor. All the sweet, fruit character of our signature Glenfiddich 12 Year Old, enhanced by Amontillado casks, adding lively notes of dried fruits and a delicately spicy finish.

TOP 3 SELLING POINTS

Whisky drinkers love our product

Sherry cask is trending with whisky drinkers; Our Sherry Cask has been highlighted as a Top 20 Favorite in Whisky Advocate because of the dryer finish

12YO Sherry brings in more drinkers

Consumers are looking for 12YO Sherry and the demand is exponential; Sherry cask has doubled in size since launch in 2022

Source: Nielsen, Total xAOC + Liq Plus, \$ & 9L Volume CY 2022 v 2023

Win-Win for Retail and Guests

Casked in one of the most expensive sherry casks (Amontillado) but sold at an affordable price, this means a higher margin for retail and a lower cost to guests for a stellar quality liquid

MEDIA PLAN

\$1.1M

TTL Paid Media



	NYC & NJ	LOS ANGELES	CHICAGO	DALLAS	MIAMI	ATLANTA	SEATTLE
STORE LOCATOR	\$227,250	\$48,960	\$35,136	\$17,308	\$8,640	\$14,298	\$21,578
STANDARD DISPLAY	\$455,040	\$97,920	\$70,272	\$34,617	\$17,280	\$28,596	\$43,157
TOTAL	\$682,560	\$146,880	\$105,408	\$51,926	\$25,920	\$42,894	\$64,736

OFF PREMISE SUPPORT AVAILABLE



Floor Display Options (Evergreen & Sherry Specific)



Poster



Shelf Talker



Case inserts

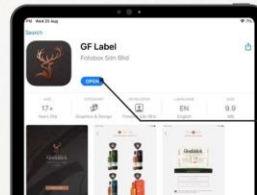
PERSONALIZATION OPTIONS

BOTTLE ENGRAVING



Available March 2024, consumers can personalize any bottle of Glenfiddich with an engraved message. Choose between machine engraving or calligraphy engraving. (Calligraphy available in select markets only)

PERSONALIZED LABEL



Available OND 2024, consumers can customize 12YO Sherry 750ml labels online, complimentary shipped to their home OR get one at an activating store with proof of purchase.

Note: All other SKU labels will be available starting June 2024

CHOOSE HOW TO ACTIVATE

OPTION 1: Sign Up with Momentum with link [here](#)

OPTION 2: Purchase tools to activate locally (Reach out to local WGS Rep for more details)



COMPLETE THE EXPERIENCE

Place the bottle in a branded bag to complete the gifting experience

