

GLENMORANGIE

SINGLE MALT SCOTCH WHISKY

THE NEW ORIGINAL 12 YEAR OLD A PREMIUMISED FLAGSHIP

- This year, we will make a bold change to our flagship expression with an additional two years of aging, catapulting Original's much-loved notes to a luscious new flavor pinnacle.
- The Original 12YO is the epitome of our house style and where all our whisky-making adventures begin. This silkier, creamier whisky takes The Original's much-loved notes of orange, honey, vanilla, and peach to new heights.
- The change is a key pillar of our premiumization strategy, making our signature whisky more desirable and delicious than ever.

ABV: 43%

RSP/Bottle: \$39.99 to \$49.99

Size: 750ml

Launch Timing: June 15th

KEY SELLING POINTS

- Same Original style with an extra 2 years of aging in bourbon barrels – dialing up the deliciousness and ensuring a level playing field vs. our competitor set on age.
- We considered this change exceedingly carefully and conducted rigorous market research that found 86% of single malt experts and consumers significantly preferred the Original at 12 years old than at 10.*
- Awarded Gold at the World Whiskey Award, a testament to our commitment to craftsmanship and product excellence.

Source: Gatekeeper tasting of new 12YO in Edinburgh and US consumer research



TASTING NOTES

COLOR Pale lemony gold

AROMA Citrus and ripening peach, softened by hints of vanilla

TASTE A balanced complexity of sweet vanilla with a burst of flowery fruitiness

SERVE

- Neat, on ice, or with a splash of water
- Target Channels for Cocktail Serves: Luxury Lodging, Fine Dining, Upscale Bars/Lounges, and Country Clubs