



WILLIAM GRANT & SONS

INDEPENDENT FAMILY DISTILLERS SINCE 1887

DISTILLER OF THE YEAR

ISC 2005, 2006, 2008, 2009; IWSC 2010, 2011, 2013

GLENFIDDICH 12 YEAR OLD OUR ORIGINAL MALT

Using only the most exceptional ingredients and allowing only the heart of the distillate to continue onto maturation, the Glenfiddich 12 year is then carefully matured in the finest American bourbon and Spanish sherry oak casks for at least 12 years. After aging we marry the whisky in vast tuns for up to 9 months, to guarantee the quality and harmony of our spirit.

Marrying single malt whisky is a tradition that we have passed down through the generations. We are the only distillery to use specially designed, uniquely sized oak marrying tuns. Our 12 year single malt has distinctive fresh pear with subtle oak flavors and a long smooth vanilla finish. From these stills flow the traditions of a land, the pioneers of an industry, and the dreams of a family.

TASTING NOTES

NOSE: Distinctively fragrant and fruity, with a hint of pear.

TASTE: Smooth, rich fruit flavors, subtle pine and a delicate hint of peatiness. The finish is long, lingering and round.

AWARDS AND ACCOLADES

2014 Gold Medal, International Wine & Spirit Competition

2014 Gold Medal, International Spirits Challenge

2014 Gold Medal, Scotch Whisky Masters

2013 Gold Medal, International Wine & Spirit Competition

2013 Gold Medal, International Spirits Challenge

PRODUCT FEATURES

- High cut point using only the heart of the distillate to continue onto maturation
- Matured for at least 12 years in American bourbon and Spanish sherry oak casks
- Specially designed, uniquely sized oak marrying tuns allow for a distinctive flavor and smooth finish
- Video Link: [View the Signature Malt's Story here!](#)





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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: Together, the skilled team of craftsmen who make Glenfiddich have over 1,000 years of 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

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

DRINK OCCASION

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

TRADE POSITIONING

- 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 12YO and Glenmorangie 10YO



PRODUCT DESCRIPTION	SCC	UPC	NABCA	PALLET PATTERN			WEIGHT (lbs)	OUTSIDE CASE DIMENSIONS		
				CASES PER PALLET	CASES PER TIER	NO. OF TIERS	PER CASE	LENGTH	WIDTH	HEIGHT
12 YEARS OLD SPECIAL RESERVE										
96/50 ML	10083664107442	0 8366410744 5	100-5001-5	56	8	7	31	17.75	11	5.25
24/375 ML	10083664107473	0 8366410747 6	100-5004-37	35	7	5	43	20.25	13.5	10.25
12/750 ML	10083664107367	0 8366410736 0	100-5006-75	50	10	5	39	15	11	12.5
12/1.0 L	10083664107336	0 8366410733 9	100-5007-10	40	8	5	49	17	13	13
6/1.75 L	10083664107305	0 8366410730 8	100-5008-17	50	10	5	42	15.25	11.25	12.5

SKILLFULLY CRAFTED. ENJOY RESPONSIBLY. GLENFIDDICH.COM

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