

# THE GLENLIVET<sup>®</sup> FOUNDER'S RESERVE

# THE FASTEST GROWING SINGLE MALT SCOTCH IN THE UNITED STATES

Founder's Reserve is the

## FASTEST

growing innovation  
in Single Malt<sup>1</sup>

Single Malt Scotch is  
growing dollar value

## 2X

the rate of all spirits<sup>1</sup>

Founder's Reserve  
represents

## 25%

of Single Malt Scotch  
growth<sup>3</sup>

\*Macallan 12YO Double Cask at 16%

## THE GATEWAY TO SINGLE MALT WHISKY

- 43% of Founder's Reserve drinkers are completely new to the Single Malt category<sup>1</sup>
- 55% of Founder's Reserve drinkers are women, 60% of whom are new to the Single Malt category<sup>1</sup>
- Founder's Reserve is 67% incremental to the existing Glenlivet range in value<sup>2</sup>

## THE TASTING NOTES

Delicate aromas of citrus fruit, zesty oranges and pears with a hint of candy and toffee apples



## THE AWARDS

Gold, International Wine & Spirits Competition 2017  
Gold Outstanding, International Wine & Spirits Competition 2018  
2018 International Whisky Competition, 90.3 pts  
Ultimate Spirits Challenge, 93 pts



## THE PRODUCTION PROCESS

The finest Scottish Barley all from within 70 miles of our Speyside abode



Distilled in our home where we've been perfecting our craft since 1824



Aged in American Whiskey barrels for an intensely smooth taste



Enjoy our Quality Responsibly  
THE GLENLIVET<sup>®</sup> FOUNDER'S RESERVE

Single Malt Scotch Whisky. 40 Alc./Vol. (80 Proof) ©2018 Imported by The Glenlivet Distilling Company, New York, NY.

1. CBL US Online Survey, July 2017, n=400 2. Nielsen Whisky Assortment Study, PR USA Dec 2017 3. Nielsen XAOC + Liquor Plus 52 weeks as of 9-18-18

**FOUNDER'S HIGHBALL**

- 2 parts Founder's Reserve
- 4 parts sparkling soda water
- Garnish with a lime



Highball  
Recipe Card



Metal Spoon  
Straw



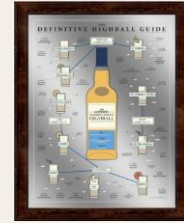
Garnish Peel



Highball Glass



Soda Siphon



Highball Guide  
Mirror/Framed  
Poster



Highballer  
T-shirt

**FOUNDER'S TODDY**

- 1 part Founder's Reserve
- 3 parts hot tea
- 1/6 part lemon juice
- 1/3 part honey syrup
- Garnish with a cinnamon stick



Toddy Recipe  
Card



Single and  
Group Serve  
Thermoses



Blanket



Toddy Mug

**OFF PREMISE ACTIVATIONS**



Single Case Bin



Shelf Display



Neon Sign



Box Sash

