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20 cl to Steal Show at Cannes

Distiller of the Year Unveils New Size for Glenfiddich and The Balvenie at TFW

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Distiller of the Year unveils new size for Glenfiddich and The Balvenie at TFW. Distiller of the Year William Grant & Sons Ltd is unveiling new 20cl bottles and tri-packs for its two flagship malts - Glenfiddich and The Balvenie - at this year's Tax Free World Exhibition in Cannes.

The 20cl bottles will be sold separately and in newly designed trial packs, exclusive to Travel Retail, to appeal to a broader range of Travel Retail consumers around the world and will be showcased at William Grant & Sons' newly designed stand.

The Glenfiddich triple packs will contain a 20cl bottle of each of Glenfiddich Special Reserve 12 Year Old, Solera Reserve 15 Year Old and Ancient Reserve 18 Year Old. Designed to offer consumers an opportunity to sample the core variants in the Glenfiddich range, they will retail for £29.99.

The Balvenie tri-packs, designed to encourage gift purchase amongst malt whisky connoisseurs, will include a 20cl bottle of each of The Balvenie Founder's Reserve 10 Year Old, DoubleWood 12 Year Old and Single Barrel 25 Year Old. They will retail for £49.99 and offer travel retail consumers the only triple pack with a 10, 12 and 25 year old single malt.



-2-

Both packs will be available at the William Grant & Sons stand at Cannes (Stand Number GO2, Golden Village) alongside single packs of Glenfiddich and The Balvenie 20cls which will be showcased in a new trial merchandising unit developed exclusively for travel retail.

Commented Bob Downing, Travel Market Director at William Grant & Sons: "The new 20cl offerings, merchandise units and our stunning new stand at Cannes reflect our commitment to the travel retail sector and highlight our innovative approach to retailing our leading brands."

While the 20cl triple packs will satisfy the growing demand for the smaller formats, the Glenfiddich and The Balvenie single 20cl packs, in their own tubes, are designed to target the gift consumer with a high quality single malt at an affordable price.

William Grant & Sons has been awarded a Distiller of the Year accolade for the third year in a row, having received the Trophy from the International Spirits Challenge (ISC) in 2001. This follows the two Distiller of the Year Trophies from the International Wine & Spirit Competition (IWSC) in 1999 and 2000.

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