



April 2002

New Glenfiddich Advertising Stands Proud

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Scotch whisky distiller William Grant & Sons Ltd has unveiled an international advertising campaign for Glenfiddich Single Malt Scotch Whisky designed to attract new users and establish its Stag as a powerful global icon.

The campaign, with the headline 'The Independent Spirit', uses a simple contrast between the Stag and striking, modern/urban settings to communicate Glenfiddich's integrity and its relevance to the modern world.

There are two initial executions. The first, 'City-scape', pictures the Stag in a vibrant city street scene while the second, 'Architecture' sees him standing inside a dramatically designed building which some consumers likened to a 'modern forest.'

Tim Dewey, International Marketing Director at William Grant & Sons said, "Glenfiddich is a brand with a strong heritage. It has been a leader in innovation and development in premium whisky over the years and it will continue to move forward confidently into the future. The new campaign aims to create a clear, compelling brand identity for Glenfiddich while ensuring that it conveys a sense of dynamism to our core target market of men aged 27-44 years old. It has researched extremely well in countries as diverse as the UK and Japan."

The new global Glenfiddich advertising campaign breaks on 1 November 2001 in the UK and will be rolled out internationally during 2002. It was created by McCann-Erickson.

<http://www.glenfiddich.com/>



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For further information:

David Hume/Elodie Teissedre

William Grant & Sons International Ltd

Independence House

84 Lower Mortlake Road

Richmond

Surrey TW9 2HS

Tel: 020 8332 1188

Email: david.hume@wgrant.com / elodie.teissedre@wgrant.com



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Notes to Editors:

- Glenfiddich is the world's No 1 selling single malt Scotch whisky.
- It was the first single malt Scotch whisky to export internationally.
- The Glenfiddich Distillery was built by William Grant and his family in 1886, the whisky is still made using the same distillation and maturation methods employed back then.
- Glenfiddich means 'Valley of the Deer' in Gaelic. The River Fiddich is fed from many sources including the Robbie Dhu spring which has provided the water for Glenfiddich single malt Scotch whisky since its first distillation.
- It is the only Highland single malt Scotch whisky still to bottle at source and uses the same source of water throughout the bottling process.
- The first drop of Glenfiddich ran from the stills on Christmas Day 1887.
- The core Glenfiddich range: Glenfiddich Special Reserve 12 Year Old, Glenfiddich Solera Reserve 15 Year Old, and Glenfiddich Ancient Reserve 18 Year Old.