



April 2002

The King Of Drams
The Oldest And Most Expensive Scotch Whisky
Glenfiddich ® Rare Collection 1937

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After 64 years of maturation, the world's oldest and most expensive bottle of Scotch whisky has been released – Glenfiddich Rare Collection 1937.

Only 61 bottles of this exquisite liquid will ever be available, priced at £10,000 per bottle (the equivalent of £357 a measure).

Glenfiddich Rare Collection 1937 started its life one summer's day in 1937 when oak cask 843, hand made by distillery coopers, was filled with spirit from the stills at The Glenfiddich Distillery in Dufftown, Scotland, and laid down in a dunnage warehouse to mature.

Normally whiskies that reach this great age have either been spoilt or have lost their strength, however this whisky is exceptional having matured slowly, allowing it to develop a unique character. With its wonderful toffee caramel and cinnamon nose, chocolate and treacle flavours and unique rich walnut colour, Glenfiddich Rare Collection 1937 is an extraordinary whisky, full of complexity, subtlety and character.

Cask 843 has lived through 64 years and numerous monumental world events, from the Second World War, to the first man landing on the moon and the demise of the Berlin Wall.



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Glenfiddich Rare Collection 1937 was distilled in the same year that George VI became King of England, when JRR Tolkien's 'The Hobbit' was first published and Walt Disney's 'Snow White and the Seven Dwarfs' was first released as a full length animated feature film. At the time, The Glenfiddich Distillery was one of only six distilleries open and producing whisky in Scotland. This makes Scotch whisky from 1937 extremely rare.

One day the warehouse key holder, responsible for monitoring the consistent quality of Glenfiddich came across cask 843 and discovered an unusually slow maturing Scotchwhisky. He decided to leave it where it was in the cold, dark and damp warehouse providing perfect maturation conditions, and continued to monitor its development.

Over its long life ten consecutive warehouse key holders at The Glenfiddich Distillery patiently watched over cask 843.

It was only in the autumn of 2001 that present day Glenfiddich Malt Master, David Stewart, declared the Glenfiddich in cask 843 was truly exceptional.

On 24 October 2001, cask 843 was removed from its dark, damp home, hand filled into just 61 bottles at 44% ABV (64 years of evaporation had taken the rest, 'the angel's share'), individually numbered with handwritten labels, signed by Peter Gordon, the great great grandson of Glenfiddich founder, William Grant, and presented in an oak box with its own lock and key.

Commented David Stewart: "Glenfiddich Rare Collection 1937 is a truly unique and exquisite malt whisky of exceptional character. As well as being the oldest



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whisky in the world and a very collectable piece, if you can afford to share it with your friends, it would make for the most wonderful taste experience.”

Today you can find Glenfiddich Rare Collection 1937 at The Glenfiddich Distillery Shop in Dufftown, and in a few selected outlets in overseas markets, priced at around £10,000 for a 70cl bottle at 44%ABV.

Tasting Notes:

The Glenfiddich Malt Master's tasting notes on cask 843

Colour	Rich walnut, dark amber and antique bronze.
Nose	Huge and complex, robust oak, burnt heather. Poached pears in chocolate, toffee, raisins, cinnamon and cloves. A touch of leather and then dark roast ground coffee.
Taste	Initial cosseting smoothness, treacle, sweet. Then cedar, oak and drying bitter chocolate-notes.
Finish	Doesn't overstay. Heavy oak and sweet tobacco. Rich fruit cake. Smoky and very warming.

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:

- There are around 600 extreme whisky collectors in the world
- Only bottles sold at auction have been more expensive than Glenfiddich
- Rare Collection 1937 – the most expensive of which sold for £15,000
- Cask 843 was laid down to mature in 1937, it was the same year that:
 - JRR Tolkien's 'The Hobbit' was first published (an edition from 1937 was recently auctioned for \$6,000)
 - Walt Disney's, 'Snow White And The Seven Dwarfs' was released for the first time as a full-length animated feature film (collectibles from the original film are in great demand today)
 - George Gershwin wrote the song: 'They can't take that away from me', which Fred Astaire later sung in the movie 'Shall We Dance'
 - Picasso unveiled 'Guernica', the priceless painting inspired by the Spanish Civil War
 - Dupont patented a new thread – nylon
 - Film stars, Dustin Hoffman, Jane Fonda and Anthony Hopkins were all born
- Glenfiddich offers a wide range of genuine, crafted whiskies including some of the most rare and exceptional whiskies in the world



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- The core and prestige ranges include: Glenfiddich Special Reserve 12 Year Old, Solera Reserve 15 Year Old, Ancient Reserve 18 Year Old and Glenfiddich 30 Year Old
- The Rare & Extraordinary range includes: Glenfiddich Rare Collection 40 Year Old, 50 Year Old, 1937 and Vintage Reserve
- Glenfiddich has been made in the same way for over 100 years
 - Only a single source of water from the Robbie Dhu Spring is used throughout production
 - Glenfiddich is the only Highland Single Malt to 'estate' bottle (bottle at the Distillery)
 - Glenfiddich still uses the same unusually small stills
 - Glenfiddich still retains the traditional skills of the coppersmith and cooper
- Glenfiddich is made by an independent family owned company
- Glenfiddich means 'Valley of the Deer' in Gaelic
- For pictures of the distillery and information on the production process, visit www.glenfiddich.com, which also contains a dedicated media centre.