

20th July 2006



## Glenfiddich voted a top 10 Superbrand

We are delighted to announce that Glenfiddich has been voted one of the top 10 Superbrands in the UK. Competition was stiff, and fellow contenders included Coca-Cola, Chelsea Football Club, Nokia and Virgin Atlantic. Glenfiddich is the only single malt whisky to have won this award in 2006.

The Superbrand accolade is awarded by Superbrands, the independent arbiter on branding. The organisation operates in over 40 countries to promote the discipline of branding and pay tribute to exceptional brands worldwide. The awards are determined via a combination of an expert judging panel and consumer voting.

As one of the very elite group of brands recognised by the public and the Superbrands Council of branding experts as a 2006 UK Superbrand, Glenfiddich will feature in a fantastic Sunday Times colour supplement on the top 500 Superbrands. It will also appear in the iconic Superbrands book.

Not only that, our very own Malt Master David Steward has been voted a Superbrands Guardian in recognition of his achievements in driving the brand to success, and ongoing work to protect it. David's profile will feature on the back of the Superbrands book.