

## Scotches scoop prestigious awards

Our three core Scotch whisky brands – Glenfiddich, Grant’s and The Balvenie – and their little brother, Monkey Shoulder, have excelled once more with a number of industry award wins and accolades.

First onto the stage, Glenfiddich, which won the Scottish and Global Visitor Attraction of the Year titles at Whisky Magazine’s *Icons of Whisky* awards ceremony – no mean feat when you consider the quality and quantity of other distilleries in the running. The award wins are just rewards for the commitment and effort shown by many people driving through a £1.8m transformation of the visitor centre from the free tour to the coffee shop and bar, making it a Scottish Tourist Board 5 star attraction.

The distillery will see further developments as the new Glenfiddich ‘Every Year Counts’ campaign livery and message is incorporated into the visitor experience.

A press release for download, amending to local needs and distributing to journalists is available on WGSBrandbox. If you would like to organise a journalist visit to the distillery, please contact the Global PR team for guidance on creating a bespoke itinerary.

Next up, Grant’s. Grant’s Premium 12 Year Old collected the ‘Best Scotch Blended Whisky’ - 12 and under’ at the *World Whiskies Awards* (WWA), while its older brother, Grant’s 18 year old won the 13-20 years category. It also won the coveted overall ‘Best Scotch Blended Whisky’ title, adding to the plethora of gold medals it has collected over the years.

Not to be outdone, Grant’s Family Reserve has been hailed as the ‘Best Standard Blended Scotch’ by Jim Murray in his opinion forming *Whisky Bible*. He gave it a formidable rating of 94/100, meaning it outperformed all of its competitors.

A press release detailing this win is also available for download and distribution to journalists as a reminder of just how good it tastes.

As well as winning the ‘Best Speyside Malt Whisky – Vintage’ title at WWA, The Balvenie Vintage 1972 won the overall ‘Best Speyside Malt Whisky’ title. This is an accolade the most esoteric of malt drinkers will appreciate as it confirms their exceptional taste in choosing the handcrafted Balvenie.

Last, but by no means least, is Monkey Shoulder. It has added the ‘Best Scotch Blended Malt Whisky’ title to its ever expanding trophy cabinet.

Award logos from the WWA are available for download from the WGSBrandbox media library and use in marketing initiatives.

All in all, a remarkable achievement for all those concerned, especially Libby Lafferty and David Stewart, in bringing home these invaluable endorsements.