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Press Release

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GIVE A GIFT FOR BLOSSOMING FUTURES THIS CHINESE NEW YEAR WITH GLENFIDDICH'S LIMITED EDITION PACKS

*DESIGNED BY ARTIST RAKU INOUE, THE EXQUISITE COLLECTION SIGNIFIES HOPE
IN THE PROMISE OF NEW LIFE SOON TO BLOOM*



KUALA LUMPUR, 15 JANUARY 2024 – As we approach the Chinese New Year on 10th February 2024, Glenfiddich has collaborated with internationally acclaimed artist **Raku Inoue** to create a collection of limited-edition gifts. Known as ***A Gift For Blossoming Futures***, the exquisite collection signifies hope in the promise of new life soon to bloom. Raku personifies the spirit of Glenfiddich, and he was inspired by the great outdoors when

designing the extraordinary sets. Glenfiddich invites you to raise a glass with family and friends this Chinese New Year.



Born in Japan and based in Canada, Raku's artistic journey led to his mastery of drawing, handcrafting and photography. This understanding of image composition has more recently developed his love of working with organic materials - including flowers, leaves, and numerous flora species.

Raku has applied his signature style to bring to life the Glenfiddich Chinese New Year limited editions, uniting the iconic Glenfiddich Stag with the magnificent Wood Dragon – the 2024 Chinese zodiac animal, through his masterful lens. A legendary creature, Wood Dragons are born leaders, their spirits reminiscent of the Glenfiddich pioneers. As a native Earth element, wood personifies growth and the flowering of new life. In homage to this mythical creature, this year the Glenfiddich Stag has been inspired by the Wood Dragon – from the leaves of the forest, symbolising an auspicious future in full bloom ahead.

"Chinese New Year represents growth and renewal, and what better symbol than nature. I aimed to take you on a journey to the great outdoors, harnessing some of the most magnificent elements. Fu Lu, the Glenfiddich Stag, is formed and crafted petal by petal, element by element from natural materials and fitting to this auspicious moment in time," **said Raku Inoue.**

The limited-edition series is led by the **Glenfiddich Reserva Rum Cask 21 Year Old** pack and spans the core range of 12, 15 and 18 Year Old variants, which come as gift packs containing a bottle and whisky-nosing glasses.



Glenfiddich 12 Year Old Gift Pack
RSP: RM 354.90



Glenfiddich 15 Year Old Gift Pack
RSP: RM 488.00



Glenfiddich 18 Year Old Gift Pack
RSP: RM 765.70



Glenfiddich 21 Year Old Gift Pack
RSP: RM 1331.20

As the world's most awarded single malt Scotch whisky, Glenfiddich challenges the norms to create authentic and superior quality whiskies. The multiple "Double Gold" award-winning Reserva Rum Cask 21, included in *A Gift for Blossoming Futures*, is an aged whisky finished in Caribbean rum-soaked casks where spicy warmth and indulgent vanilla and toffee sweet notes develop over time.



Glenfiddich is also having a series of pop-ups around Klang Valley, beginning with **Pavilion KL's Mercato, from 1 January - 31 January 2024** (10am - 10pm). This is followed by additional pop-ups at **Publika and Pavilion Bukit Jalil's Food Merchant, from 8 January - 4 February 2024** (10am - 10pm). Attendees can expect an exciting line-up of activities such as CNY calligraphy wishes, Lucky Draw tree, bottle label personalisation, Ang Pao pack redemption as well as getting a closer look at the collection of *A Gift for Blossoming Futures*.

A Gift for Blossoming Futures is available from December 2023 in luxury Whisky retail outlets and establishments such as **The Chamber, W Wine Liquor Warehouse, Jaya Grocer, including Mercato and Food Merchant pop-ups**. The Glenfiddich Reserva Rum Cask 21 has a recommended retail price of RM1,331.20.

The limited edition gift packs will be available to purchase at the Glenfiddich Chinese New Year Pop-ups and authorised retailers. To learn more about the Glenfiddich *A Gift for Blossoming Futures* limited edition gift packs, please visit www.bit.ly/glenfiddich-cny-2024. For more information, follow @glenfiddichwhisky for the latest updates.

ENDS

Notes to Editors:**Glenfiddich Reserva Rum Cask 21YO – Tasting Notes:**

COLOUR: Dark Gold

NOSE: Intense and Vanilla Sweet. Floral, hints of banana, figs, rich toffee, new leather and oak.

About Glenfiddich

Founded in Dufftown, Scotland by innovator William Grant, Glenfiddich first ran from the stills on Christmas Day, 1887. Adopting revolutionary methods and practises, Grant's maverick attitude to Whisky production saw Glenfiddich excel for over a hundred and thirty years, becoming the first single malt Scotch Whisky to be promoted outside of Scotland, and ultimately, the best-selling and most awarded Single Malt Scotch whisky in the world*. While Glenfiddich is now sold in over 180 countries across the world, the brand is one of the few single malt distilleries to remain entirely family-owned and is still produced in the same distillery which William Grant and his family hand-built.

About William Grant & Sons:

William Grant & Sons, Ltd. is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1887. Today, the luxury spirits company is run by the fifth generation of his family and distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world's third largest blended Scotch Grant's® as well as other iconic spirits brands such as Hendrick's® Gin, Sailor Jerry®, Tullamore D.E.W Irish Whiskey, Monkey Shoulder and Drambuie.