



TFWA World Exhibition Preview

Grant's brings in an exciting new era with Triple Wood, a global brand refresh and upgrades Distillery Edition exclusively for GTR

Grant's, the world's number three Scotch whisky, has announced a global brand refresh which includes striking new packaging with a renaming of its signature blend to Triple Wood, a refined Cask Edition range and a new direction for its communications campaign. The relaunch also includes upgraded packaging for Distillery Edition, its Global Travel Retail exclusive, which will be presented – together with the complete Grant's family – at TFWA World Exhibition this October (Golden Village Go2).

“While other blended whiskies are declining, Grant's continues to go from strength to strength, leapfrogging others to become the world's number three Scotch whisky. As the whisky that holds the family name, we have big ambitions to be the most distinctive player in Scotch whisky and are proud to celebrate our Triple Wood maturation, the key to our exceptional taste, with a new global brand refresh,” comments **Philip Gladman, Grant's Chief Marketing Office**.

In Global Travel Retail, Grant's carries an important role. “Since blended Scotch whisky represents 58% of total GTR whisky value sales, Grant's has always been a crucial brand within the William Grant & Sons portfolio, selling well in Europe, the Middle East and India in particular,” says **WGS Managing Director Ed Cottrell**. “According to IWSR, in 2017 the GTR blended Scotch market grew by +2.3% in value, while the Grant's brand grew +5.8%, and we are expecting to further accelerate that growth this year and next.”

About Triple Wood

The use of wood plays an important role in the creation of Grant's. Using the same formula for the last 130 years, 60% of its flavour is drawn from cask influence, rather than being aged in just one type of cask. Grant's Triple Wood liquid is rested in three types of cask – Virgin Oak which provides spicy robustness, American Oak lending subtle vanilla smoothness and Refill Bourbon bringing brown sugar sweetness – for a truly rich, smooth and mellow taste.

Also using the Triple Wood process, Grant's Triple Wood Smoky is matured in three types of casks. Master Blender, Brian Kinsman increases the addition of peated whiskies within the blend, resulting in a smooth, rich and subtly smoky taste. “The Triple Wood process is at the very heart of what we create here at Grant's. As a result of ageing our whiskies in three different casks our Triple Wood is distinctive to taste, with a balance of qualities drawn from the character of the wood. I love the complexity of spice, smooth vanilla and the sweet edge gathered from that combination of three casks,” says **Brian Kinsman, Master Blender**

About Distillery Edition

Grant's Distillery Edition is a Global Travel Retail exclusive blended Scotch whisky honouring those that have worked at the Grant's Girvan distillery in Scotland. This expression is bold in flavour, non-



chill filtered, and bottled at 46.3% ABV. Packaging has been upgraded with a more premium gift carton and mentions the GTR exclusive nature of this product.

A Simplified Range: Ale Cask, Rum Cask and 8 year old Sherry Cask Editions

Grant's Master Blender, Brian Kinsman and his team have spent decades experimenting by pairing Grant's traditional whisky blends with unusual flavour profiles. The result was Grant's Cask Editions – three blended Scotch whiskies finished in a carefully selected final cask for greater depth of flavour.

Enjoyed for twenty years, *Grant's Ale Cask* is the first blended Scotch to be finished in barrels that have previously held ale. Clean and fresh on the nose with creamy maltiness, it offers maple syrup, red apples and honey with hints of oak to the taste.

Combining the traditional whisky blend with exotic flavours from the Caribbean, *Grant's Rum Cask Edition* is matured in oak barrels before ageing further in barrels that previously held rum. Vibrant and sweet with tropical fruits and a hint of banana reveal rich vanilla oak and a touch of sweet spice.

Grant's 8 Year Old Sherry Cask Finish spends eight years ageing in oak barrels before it matures further in Oloroso Sherry casks handpicked from Spain by Brian Kinsman. An immediate oaky vanilla sweetness is counterbalanced with rich malty notes. A few drops of water bring out deep, dried fruits and subtle woody spices.

Adds Ed Cottrell: "All of us in the William Grant & Sons GTR team are really excited about the new look Grant's family and, in particular the upgraded Distillery Edition which looks fabulous. In GTR it's about more than the product, of course, and we've got a great visibility and tasting program in place to support the new look – 2019 is going to be a BIG year for Grant's!"

Tasting notes:

Grant's Triple Wood

Nose: Complex, clean with notes of ripe pear and summer fruits

Palate: Balances vanilla sweetness with malty and light floral fragrances

Finish: Long and sweet with a subtle hint of smoke

Grant's Distillery Edition

Nose: A crisp, clean aroma with hints of fresh fruit and sweet malty notes

Palate: An initially dry, slightly citrusy note softens over time to reveal softer, vanilla sweetness

Finish: Banana fruitiness and rich maltiness

Grant's Triple Wood Smoky

Nose: A distinct smoky aroma with subtle notes of fruit, malted oats and toasted almonds

Taste: The initial smokiness is soon succeeded with a soft, sweet fruitiness and a hint of citrus

Finish: Finish the smoke returns with a velvety smoothness and a touch of dry tannin



Grant's Ale Cask Finish

Nose: Clean and fresh, with creamy maltiness. Subtle elderflower and heather

Taste: Maple syrup, red apples and honey. Hints of oak in the background

Finish: Long, fresh with bags of fruit notes and hints of citrus

Grant's Rum Cask Finish

Nose: Rich maltiness and tropical fruit

Taste: Vibrant and sweet with tropical fruits and a hint of banana reveal rich vanilla oak and a touch of sweet spice

Finish: Long-lasting and sweet

Grant's 8 Year Old Sherry Cask Finish

Nose: A balance of green apple, blossom and a soft vanilla oakiness enveloped in a gentle sherry spiciness

Taste: An immediate oaky vanilla sweetness is counterbalanced with rich malty notes. A few drops of water bring out deep, dried fruits and subtle woody spices

Finish: Sweet with a hint of woody spice

About Grant's

In life, some try to go it alone. At Grant's, we prefer to make it together. Since 1887 William Grant has been making whisky to a unique formula, with passion and expertise shared over five generations. We mature Grant's Triple Wood in three different types of wood, for a smooth, rich, more mellow taste. Today we are the world's number three Scotch whisky. Drink Grant's responsibly.

Grant's believes that great things happen when working together and it is through this power of collaboration and shared passion that Triple Wood is made. It takes 198 pairs of hands to make Grant's whisky from grain to glass, with a totally shared commitment to the process. With five generations of the Grant family making whisky since 1887, Grant's remains the only blended whisky producer to have its own Stillman ('The Maker'), Cooper ('The Muscle') and Master Blender ('The Master') working together in one place, which is celebrated in a new global communications campaign. Having craftsmen's expertise under one roof means the collaborative process is seamless.

About William Grant & Sons

William Grant & Sons Holdings Ltd is an independent family-owned distiller and was founded by William Grant in 1887. Today the company owns some of the world's leading brands of Scotch whisky, including the world's most awarded single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world's third largest Scotch, Grant's®, as well as other iconic spirits brands such as Monkey Shoulder®, Hendrick's® gin, Sailor Jerry® spiced rum, Tullamore D.E.W.® Irish whiskey and Drambuie® Scotch Liqueur.



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