

Glenfiddich releases exclusive 33YO from Archive Collection with Gebr. Heinemann



These whiskies tell the story of the World's Most Awarded Single Malt Scotch Whisky¹, encompassing the breadth of Glenfiddich's craft and character, whilst retaining the Speyside whisky maker's core DNA

Glenfiddich has unveiled the second annual release from its Archive Collection, showcasing ten of the distillery's finest, rarest and most fascinating whiskies from the past half-century. The series of single casks, laid down by generations of William Grant's family descendants, is a journey through the decades. In July 2024, a 1990 American Oak Hogshead from the collection, hand-selected by Malt Master Brian Kinsman, will be released under the portfolio exclusively for Global Travel Retail in partnership with Gebr. Heinemann.

Brian Kinsman, Glenfiddich Malt Master, stated: "A window into the true heart and character of Glenfiddich, this American Oak Hogshead cask has been silent in its slumber for the past half century, allowing layers of flavor to build and nuances teased out as they are nurtured along their journey of maturation, and are now being awakened for the very first time to allow a taste of unrepeatable character. On the nose, The Glenfiddich Archive Collection American Oak Hogshead 1990 33-Year-Old presents notes of buttery, creamy toffee with a surprisingly delicate flavor of rosewater, pear, sorbet and oak, and a satisfying sweet finish."

The Archive Collection showcases the distillery's journey to becoming the world's most awarded single malt Scotch whisky while staying true to its Speyside roots, serving as a bridge between Glenfiddich's pioneering spirit and its storied past, highlighting the evolution of the distillery's artisanal techniques and the generational transfer of expertise. Through these whiskies, Glenfiddich

aims to share the narrative of its rich heritage and the dedication to quality that has defined the brand over the years.

Claudia Falcone, Glenfiddich Global Brand Director, expressed her thoughts on the collection: “The Archive Collection is a true testament to Glenfiddich’s family values, direction and ownership – granting us the unique opportunity to release our rarest and finest casks, looking ahead at the decades to come and continuing to build and strengthen our legacy. This special addition to our portfolio presents us with the opportunity to unlock the rich and storied history of Glenfiddich.”

Only 276 bottles of The Glenfiddich Archive Collection American Oak Hogshead 1990 33-Year-Old have been allocated to the travel retail channel. They will be available to purchase exclusively in Gebr. Heinemann stores in Frankfurt, Istanbul, and Amsterdam Schiphol Airports, with a click and collect option at www.heinemann-shop.com for a RRSP of 3,990€ (US\$4,309).

Ruediger Stelkens, Director Purchasing Liquor, Tobacco and Confectionery at Gebr. Heinemann, commented on the partnership: “Our close and trusting cooperation with William Grant & Sons has consistently delivered outstanding and exclusive offers in travel retail. Now we are delighted to add in exclusivity the prestigious Glenfiddich Archive 1990 33-Year-Old to our spectacular assortment – a real gem for discerning adult shoppers and whisky collectors.”