

Glenfiddich celebrates festive season with Grand Cru 23-YO



Glenfiddich Grand Cru 23-YO fuses Scotch whisky with France's celebrated sparkling wine flavors

Glenfiddich has introduced Glenfiddich Grand Cru, a 23-YO single malt Scotch whisky expression finished in rare French cuvée casks, in Canada in the run-up to the holiday season.

Described as "daring and unexpected", Grand Cru was created for whisky non-conformists to toast special holiday and celebratory moments, brand owner William Grant & Sons said.

"Breaking category conventions once more, this unusual collaboration presented an exciting opportunity to create a liquid that furthers our true spirit of experimentation," said Brian Kinsman, Glenfiddich Malt Master.

"This is the only Glenfiddich single malt to undergo this exceptional finishing in French cuvée casks that once contained the liquid that goes on to become some of the world's most extraordinary sparkling wines."

The rich whisky, already intense in flavor thanks to long maturation in American and European oak casks, is finessed with influences from French cuvée casks.

Grand Cru is the result of up to six months marrying time, adding a myriad of aromas, from apple blossom to candied lemon and freshly baked bread. On the palate, the flavors are rich vanilla, sweet brioche, sandalwood, pear sorbet and white grape, enhanced by a long, opulent finish.

The fusion of the Scotch whisky with France's celebrated sparkling wine flavors reflects Glenfiddich's culture of innovative boundary-pushing, the company said.

"Fine sparkling wines are long established as the drink to celebrate with," said Struan Grant Ralph, Glenfiddich Global Brand Ambassador.

"Glenfiddich Grand Cru plays on the celebratory sparkling wine but brings the substance and smoothness of a single malt Scotch whisky. The result is a liquid that bears the hallmark of quality and innovation associated with the brand and is a true testament to our innate maverick spirit."

The liquid sits in a sleek black glass bottle with a gold Grand Cru print and golden closure. The bottle is presented in a black box featuring a sparkling golden firework design to evoke the spirit of celebration.

Glenfiddich Grand Cru will be available in limited quantities, in Ontario at selected Liquor Control Board of Ontario locations, and in Alberta and British Columbia at selected premium liquor retailers throughout the holiday season.