

# Glenfiddich presents CNY gift pack, completing the trilogy



The Glenfiddich Gran Reserva 21 Year Old Malt Whisky limited edition pack is now available in luxury whisky travel retail outlets in selected airports in Asia-Pacific (China, Taiwan, South-East Asia, Australia), EMEA and the US

Glenfiddich has announced its final special edition Chinese New Year gift pack packaging for Glenfiddich's Gran Reserva 21 Year Old Single Malt. The gift pack was created by Shenzhen-based artist Rlon Wang exclusively for travel retail, whereas the 12, 15, 18 Year Old Malt Whisky gift packs will be in domestic outlets.

These Glenfiddich CNY limited edition gift packs — released in travel retail in December, in plenty of time for Chinese New Year — imagine a world where good fortune and auspicious wonders await.



Over 130 years of experimentation and innovation led to the creation of a liquid that is the world's most awarded Single Malt Scotch Whisky today. This excitement for new and extraordinary experiences can be tasted in every sip of the exceptional Single Malt included in the gift pack series and dating back to when Glenfiddich first created the malt category in 1963

The 2022 limited edition bottle completes a trilogy of thought-provoking stories told through the packaging. The story began on the first edition, with Charles Gordon (son-in-law of Glenfiddich founder William Grant) and his epic journey to bring the Speyside Scotch whisky to the world.

The second edition showed the Glenfiddich Stag honouring Gordon's triumphant return home with magical and wondrous stories to share.

This third edition looks to the future, asking the question we each ask after returning home from a grand adventure: "where to next?"

Will Peacock, Global Luxury Director says: "With the conclusion of this series of limited-edition CNY packs, artist Rlon Wang speaks to our time by capturing a feeling of optimism for the future. The talented illustrator, a fellow maverick in his field, takes our characters on one final journey to a horizon of possibility and opportunity."

Artist Rlon Wang says of the partnership: "I greatly enjoyed working with Glenfiddich for this final design; I was able to use a technique of multi-layered illustrations to put people's brightest hopes and dreams on a canvas. I gave the design an otherworldly feel with the use of traditional symbols in futuristic forms. We see old friends - Glenfiddich's Royal Stag and the traditional dancing Chinese lion - ascending to the stars with a bright galaxy in front of them; auspicious lanterns, lotus flowers and a soaring phoenix guide them into a vibrant world full of galactic proportions. Zero-gravity allows them to reach new heights, representing a boundless future that awaits."

The final Chinese New Year design by Rlong Wang is available with the Glenfiddich Gran Reserva 21 Year Old, and is an eye-catching addition to the premium gifting market within travel retail. Inside the vibrant gift pack lies an exquisite golden liquid that champions the finest flavours of Scotland. Daring innovation coupled with expert knowledge passed down through generations makes Glenfiddich Single Malt Scotch Whisky a masterpiece to be shared and remembered. Gran Reserva, a collision of Scotland and the Caribbean, is a whisky that embodies Glenfiddich's maverick spirit - celebrating the vibrancy of the Caribbean with its rum cask finish.