

GLENFIDDICH AND MR PORTER UNITE IN A FIRST-OF-ITS-KIND COLLABORATION

Toasting a new age of luxury with a limited edition whisky designed with style and produced with heritage



Glenfiddich, the world's most awarded single malt Scotch whisky*, is teaming up with MR PORTER, the award-winning online destination for men's style, on a collaborative first for both brands. Creating a unique new expression of whisky through a highly creative lens, Glenfiddich presented by MR PORTER is limited to only 1,500 bottles worldwide.

MR PORTER has spent the last decade curating the world's most desirable menswear brands, creating engaging original content, and providing first-class service across over 180 countries. This November, for the first time, MR PORTER is entering the world of fine spirits.

Inspired by both brands' restless explorations of taste, elegance and innovation, the limited edition whisky offers a fresh take on luxury style; a beautifully complex 20 Year Old producing layers of fudge, spiced oak and caramelised Demerara sugar. A true collector's item in the making, the limited edition Glenfiddich Presented by MR PORTER is a treasure to be enjoyed with close friends, an elegant addition to home bars and the perfect accessory for raising a dram.

"Glenfiddich and MR PORTER have consistently challenged convention throughout their history, always pushing industry boundaries and innovation. This collaboration marks a first for both brands, joining a heritage and style as one, culminating in a limited and collectable whisky to enjoy for many years to come" comments Ben Palmer, MR PORTER Creative Director.

The rich and indulgent single malt has been curated by MR PORTER Creative Director, Ben Palmer, under the expert guidance of Glenfiddich Malt Master, Brian Kinsman. Both taste leaders have worked in tandem to develop the perfect final liquid, hand selecting casks of New American oak, ex bourbon and European oak sherry casks, married together to create a deep, silky smooth single malt. This use of Glenfiddich's innovative Solera technique combines the three casks to create a bigger, richer and more complex flavour; a rare marriage of casks.

Brian Kinsman, Glenfiddich's Malt Master, said: "Innovation, craft, style and curation remains at the heart of both brands. Where Glenfiddich's highly creative nature and diligent techniques have seen the brand create the best quality and innovative whiskies for 134 years, MR PORTER's meticulous sourcing of the world's leading lifestyle labels and brands has made it the world destination for style."

The bespoke casing, also designed by Palmer and Kinsman, will see the bottle presented in a crisp white, embossed casing, lined with a subtly designed, minimalistic monogram featuring the two iconic brand emblems.

Claudia Falcone, Glenfiddich Global Brand Director comments on the collaboration, "We are delighted to work alongside a brand that shares a similar ethos and approach to their craft and iconic curation. The marrying of style and heritage has created a unique and distinctive collector's item of the best quality. This partnership with MR PORTER is the first of its kind and demonstrates how Glenfiddich is constantly striving to think 'Where Next' as a brand. It is this underlying ethos that has driven us historically and challenged us to break new ground."

Due to the highly-limited vatting, luxury spirit enthusiasts and style seekers will need to visit Glenfiddich.com to register their details into the ballot, opening on Wednesday 3rd November at 00.01 GMT, to be in with a chance to buy one of the exclusive bottles. Glenfiddich presented by MR PORTER will be available only to consumers based in the United Kingdom (RRP £300), United States (RRP \$425), Hong Kong (RRP HKD3,300.00), Singapore (RRP S\$608) and Australia (RRP \$AUD540). Terms and conditions apply. All applicants must be over the legal purchase age. Subject to purchase.

For more information, please contact the Glenfiddich press office at glenfiddich@thisission.com / 020 7845 7800 or MR PORTER mark.blundell@mrporter.com / +44 2034 715491

- ENDS -

Tasting notes

Colour – Golden.

Nose – Rich and complex on the nose, with creamy, vanilla toffee and crystallised ginger. Hints of figs and raisins dance together, with a gentle dusting of cinnamon.

Taste – Deep, indulgent and silky smooth. The palate offers layers of fudge, spiced oak and caramelised Demerara sugar followed by Maluku spices.

Finish – Long lasting sweetness.

ABOUT GLENFIDDICH

Founded in Dufftown, Scotland by innovator William Grant, Glenfiddich first ran from the stills on Christmas Day, 1887. Adopting revolutionary methods and practices Grant's maverick attitude to whisky production saw Glenfiddich excel for over a hundred and thirty years, becoming the first single malt whisky to be promoted outside of Scotland, and ultimately, the best-selling and most awarded single malt 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 children hand-built.

ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels *Mr P.* and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*.

In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

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