

TFWA Asia Pacific Preview

**WILLIAM GRANT & SONS MAINTAINS TRAVEL RETAIL EMPHASIS WITH
EXCEPTIONAL BALVENIE EXCLUSIVE**

Following an outstanding 2009 and a strong, positive start to 2010, reigning International Spirits Challenge Distiller of the Year, William Grant & Sons is preparing for a particularly exciting TFWA Asia Pacific show, where planned activity will underline the company's continuing focus and belief in the travel retail sector (stand J2).

THE BALVENIE. The Balvenie is unlike all other single malt Scotch whiskies, thanks to a unique combination of human craft and natural alchemy. Each reference in the range is one of a kind, crafted by Malt Master David Stewart – the longest serving malt master in the Scotch whisky industry. Understanding the traditions of his craft like few others, David retains a passion for experimentation, using different cask types and ages of spirit to add new expressions to The Balvenie range. Singapore sees the introduction of David's latest, very special creation: The Balvenie 40 Year Old – This exceptional single malt Scotch whisky will be created in batches of just 150 bottles, each individually numbered. The first batch will be exclusive to travel retail and will go on sale in July with an RRP of £2,500.

“The Balvenie 40 Year Old is truly a rare and especially fine single malt for which David Stewart has selected only exceptional casks that were laid down over forty years ago,” says William Grant & Sons global marketing manager Ian Taylor. “So to have the first batch exclusively for travel retail is not only a great coup, but a real honour, and demonstrates just how important the channel is for the development and growth of the brand.”

For whisky connoisseurs, William Grant has no doubt that The Balvenie 40 Year Old will become a ‘must have’ purchase. “The Balvenie 40 Year Old is being introduced in clearly defined batches which are very understandable for the collector and appealing to believers in hand-crafted Scotch whiskies.”

The Balvenie 40 Year Old will be officially unveiled in Singapore on Tuesday May 11th by a very special guest.

GLENFIDDICH. Global travel retail is a key sales channel for Glenfiddich, playing a vital role in William Grant's mission to rejuvenate the brand and build its brand equity across the globe. This year the emphasis is on using travel retail to create passionate and engaging brand experiences in an environment where an unparalleled range of product can be offered. In Singapore, visitors can see for themselves the unique and rare Glenfiddich 50 Year Old, along with the new look Glenfiddich 40 Year Old and Glenfiddich 30 Year Old Single Malt Scotch whiskies as well Rich Oak, a new ‘Glenfiddich Explorer malt’. Rich Oak is

testament to the skill and craftsmanship of Malt Master Brian Kinsman. This 14 Year Old malt is finished in specially made American and Spanish oak casks, allowing the aged whisky to take on just the right amount of extra flavours and is a welcome addition to the outstanding Glenfiddich range.

GRANT'S. Grant's 25 Year Old celebrates over 110 years and five generations of the Grant's family, containing some of the world's most highly-prized and distinctive malt and grain whiskies, including the first whisky ever laid down at Grant's Girvan distillery in 1963. Each individually numbered batch is married in oak tuns for six months, producing an exceptional whisky full of warmth and character, each sip as memorable as the family it celebrates. Just a single batch of Grant's 25 Year Old will be available in 2010, exclusively in travel retail and on shelf from June at an RRP of £145.

Grant's 12 Year Old, a distinctive blend of single malt and grain whiskies, has now been introduced to travel retail to extend the depth and quality of the range. Finished in virgin bourbon casks for six months Grant's 12 Year Old offers connoisseurs an outstandingly sweet, rich taste and is another step in the continued premiumisation of the Grant's brand in the channel.

HENDRICK'S GIN. Now the world's leading super premium gin, in travel retail Hendrick's continues to focus on the sublimely abnormal with show-stopping promotions and unexpected activity that is surprising and intelligently unusual. In Singapore, buyers can see the latest Hendrick's offering, The Teatime gift pack, exclusive to travel retail. Combining theatrical design with travel-themed graphics in the brand's individual quirky style, the pack contains a bottle of Hendrick's gin and a fine bone-china teacup.

"In 2009 William Grant & Sons saw a 10% increase in travel retail value sales across all of our brands. This was an outstanding result when we consider that the total travel retail channel saw a 5% reduction in total value sales", continues Ian Taylor. "Equally encouragingly, according to Best N Most, Glenfiddich entered the Top 10 list of liquor brands within the sector in 2009, while Grant's has now moved up into the Top 20.

"Travel Retail is a fundamental pillar in the company's plans and we will continue to build our brand equity and value across the globe through an emphasis on travel retail exclusives and exclusive vintages, premiumisation, and high-end, high profile brand activation that gives travellers unparalleled brand experiences that they can take home with them to their domestic marketplaces."

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Notes to Editors

- William Grant & Sons is an independent family-owned distiller founded by William Grant in 1886 and today still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's favourite Single Malt Glenfiddich, the handcrafted range of The Balvenie Single Malts and the world's oldest family blend, Grant's, as well as selected other spirits, including Hendrick's Gin, voted the 'World's Best Gin' by the Wall Street Journal.
- Reigning ISC Distiller of the Year, William Grant & Sons Ltd was awarded five gold medals at both the 2009 International Spirits Challenge (ISC) and the 2009 International Wine & Spirit Competition (IWSC) for its highly regarded portfolio of premium spirits brands.
- Visit www.williamgrant.com for more information on the Company and its brands