

# THE GLENLIVET

## THE GLENLIVET BREAKS TRADITION WITH GLASSLESS SINGLE MALT COCKTAIL 'CAPSULE COLLECTION'

*Is this the death of the whisky tumbler?*

**October 2<sup>nd</sup> 2019** – The Glenlivet, the original Speyside single malt Scotch, has unveiled a 'Capsule Collection' of glassless cocktails that redefine the way whisky is traditionally enjoyed. Launched during London Cocktail Week in partnership with cocktail legend Alex Kratena, the limited-edition The Glenlivet 'Capsule Collection' is a range of delicious whisky cocktails served in a seaweed-extract casing, one of nature's most renewable resources.

A first of its kind for a spirit brand, the edible capsules are 23ml in size, fully biodegradable and provide the perfect flavour-explosion experience. Enjoying them is simple, the capsules are popped in the mouth for an instant burst of flavour, and the capsule is simply swallowed. There is no need for a glass, ice or cocktail stirrer.

To launch the 'Capsule Collection' The Glenlivet has partnered with Tayēr + Elementary, one of the world's leading bars. Award-winning bartender and co-owners of Tayēr + Elementary, Alex Kratena and Monica Berg, created three original cocktails for the capsules, which are inspired by the elements and flavours of The Glenlivet Founder's Reserve: Citrus, Wood and Spice.

*"When we saw The Glenlivet Capsule Collection for the first time we knew we wanted to be involved with the launch - the cocktail capsules are unique and push the boundaries of how drinks can be served. This is something we always look to do at tayēr and so it felt like a natural fit."* said Alex Kratena.

The Glenlivet is the first spirits brand in the world to team up with capsule designers Notpla, a sustainable packaging start-up, to create an original consumption experience. The seaweed used grows at a speed of around 1m per day and actively contributes to de-acidifying our oceans. If discarded, the capsules biodegrade in 4-6 weeks, faster than fruit peel, meaning no waste at all.

*"When The Glenlivet approached us to create single malt whisky cocktails we knew it was going to be an exciting partnership. At Notpla we want to create original solutions for how to serve and consume drinks, and The Glenlivet is a brand that is looking to do just the same"* added Rodrigo Garcia Gonzalez, Co-Founder and Co-CEO of Notpla.

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The 'Capsule Collection' embodies The Glenlivet's new global campaign – Original By Tradition. Miriam Eceolaza, Director of The Glenlivet, explained:

*"As a brand that celebrates originality, we are always looking to break the conventions that have determined how single malt Scotch has historically been enjoyed. The Glenlivet Capsule Collection does exactly that, and we're excited to see how people react when they try our glassless cocktails. Our founder, George Smith, always went against the grain, bucking tradition and doing things differently. The Glenlivet Capsule Collection continues his pioneering spirit today."*

The Glenlivet Capsule Collection will be available at Tayēr (Tayēr + Elementary, Old Street, London) and served as an amuse-bouche on arrival throughout this year's London Cocktail Week (4<sup>th</sup> – 13<sup>th</sup> October), the city's celebration of perfectly mixed cocktail innovations. Head down to Tayēr for this tradition-breaking experience and enjoy the future of whisky drinking.

#TheGlenlivet #OriginalByTradition #CapsuleCollection #NoGlassNeeded

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**For more information, please contact:**

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**About The Glenlivet**

Created by George Smith in 1824, The Glenlivet is the Original Speyside Single Malt, renowned for its heritage as a visionary within the single malts category. With its smooth and fruity flavour profile, The Glenlivet has contributed the biggest volume growth of the single malt category worldwide, adding more than any other single malt whisky brand over the past five years (IWSR, 2016). Acting as the guardian for outstanding quality and craftsmanship within single malts, The Glenlivet is dedicated to continuing this legacy and has led innovation within single malt in recent years. Standout initiatives include the release of The Glenlivet Code, a mystery single malt, and the creation of The Glenlivet Founder's Reserve, a great representation of the distillery's signature style.  
[www.theglenlivet.com](http://www.theglenlivet.com)  
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## **About Notpla**

Notpla is a revolutionary material made from seaweed: Growing up to 1m per day, it doesn't compete with food crops, doesn't need fresh water or fertiliser and actively contributes to de-acidifying our oceans. Notpla biodegrades in weeks, naturally and even is edible. The Notpla team is a combination of designers and chemists, engineers and entrepreneurs. They are hard to define because what they are doing hasn't been done before. They create advanced packaging solutions that disappear, naturally.

[www.notpla.com](http://www.notpla.com)

@notpla

## **About Tayēr + Elementary**

At the beginning of June 2019, internationally renowned bartending duo Alex Kratena and Monica Berg launched Tayēr + Elementary a stone's throw from Old Street roundabout. It is the first venue by the multi-award winning pair and showcases their innovative, playful and highly skilled approach to cocktails, drinks and hospitality.

The venue features two distinct bar concepts. At the front of the building is Elementary, a light and bright all-day casual bar serving simple, seasonal drinks and snacks. Located behind a striking, concrete partition wall is Tayēr, a progressive bar with an elevated offering and a focus on what is inside the glass and on the plate. For both Tayēr and Elementary, Alex and Monica have teamed up with TĀTĀ Eatery duo for the food offering.

<https://tayer-elementary.com>

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