

THE GLENLIVET

THERE'S NO TASTE LIKE HOME: THE GLENLIVET OPENS THE DOORS TO ITS NEW VISITOR EXPERIENCE

Whisky lovers are invited back to Speyside to explore the multi-million pound redesign of its landmark visitor experience



The Glenlivet, the original Speyside single malt, welcomes back whisky fans to its newly refurbished home in Speyside, which is now open. After undergoing 18 months of extensive renovations, the home of The Glenlivet has become so much more than a distillery, with a new look and feel as the iconic Scotch continues to define the future of single malt whisky and open up Speyside to the world.

Following in the footsteps of its founder, George Smith, and his legendary hospitality, the redevelopment reflects his high standards and welcoming nature. Using innovative technology combined with exclusive bottlings, immersive tours, and whisky tastings, The Glenlivet brings visitors an experience like no other. From exploring the art of whisky making and showcasing rare editions, to reflecting The Glenlivet's heritage throughout the interiors, the new visitor experience pays homage to being the original mark of quality for Speyside single malt.

The Glenlivet Experience

Hidden on the edges of the wild Cairngorms National Park in a remote Speyside glen – which was once a battleground for illicit distillers and excisemen – the visitor experience immerses guests in The Glenlivet's rich history laced with drama and intrigue. Stepping through the doors, Scotch fans are greeted with a warm welcome as they stand beneath the spectacular chandelier made from local dried flowers. Visitors will then embark on an explorative journey, passing the archive wall of the distillery's rarest bottles and into an indoor field of barley, harvested and preserved at one of the local farms that supplies The Glenlivet. After learning about the distillation process in The Provenance Room, guests can lounge at the bar to enjoy a dram of Speyside's definitive single malt, whilst admiring the mosaic flooring that serves as a tribute to Scottish history. No visit will be complete without bringing a piece of The Glenlivet home. Before departing, visitors can browse the charming retail space that sells some of The Glenlivet's finest collections, and even create a unique bottle through the exclusive label personalisation and engraving service.

THE GLENLIVET

An Exploration in Single Malts

For the first time in Speyside, guests can put their senses to the ultimate test by trialing some of The Glenlivet's most exclusive whiskies and innovative products in the sampling room surrounded by hundreds of samples of The Glenlivet. There's [a range of experiences](#) on offer including 'The Archive' tour, which features a tutored tasting of The Glenlivet's oldest and rarest whiskies, such as The Glenlivet 30 Year Old Cellar Collection. Those who opt for this tour will also have the chance to experience a unique tasting of [The Glenlivet Capsule Collection](#), which took the internet by storm in 2019 and redefined the way single malt can be enjoyed.

A Rare and Exclusive Taste

During their visit, guests will have the opportunity to discover well-loved The Glenlivet favourites alongside rare aged whiskies from the archives, as well as exclusive hand-filled bottlings, only available at the visitor experience. To celebrate the reopening, the first 100 bottles of each hand-fill edition have been signed by The Glenlivet's renowned Master Distiller, Alan Winchester. Whisky fans can also indulge in the Atlantic Single Cask 40 Year Old and 38 year old Cellar Collection with only 30 bottles distilled.

The Embodiment of Speyside

The valley of the smooth flowing River Livet echoes throughout the visitor experience, with nods to The Glenlivet's unrivalled history of determination, drama and inspiration. The interiors have been inspired by The Glenlivet Estate in which it sits, with Speyside-green marble encompassing oak and accoya highlights that hark back to whisky barrels used in the aging process. To bring to life its Scottish heritage and craft, The Glenlivet has partnered with some of the finest craftsmen across the UK to design the intricate details and finer elements of the home. These include the plasterwork by Locker & Riley above the impressive fireplace in the lounge, inspired by Scottish foliage and nature, and the beautiful patterned mosaic by Scottish artist and ceramic maker, Helen Miles. Additionally, visitors can admire the eighty-three hand-crafted clay pots by Whichford Pottery, created to replicate those that were historically used to smuggle The Glenlivet through the Scottish hillside many years ago.

Miriam Eceolaza, Director of The Glenlivet commented: *"The Glenlivet is a symbol of Speyside, and after 18 months of renovations, we can't wait to open the doors to our local communities and bring whisky lovers into our new visitor experience, as we continue to push boundaries and break tradition within single malt whisky. It's a true immersion in to the iconic Speyside region, walking guests through our stunning indoor field of local barley, tasting from our old and rare archives, experimenting with our famous cocktail capsules and taking a unique piece of Speyside home with our straight from the cask personalised bottling. From the decor and design, to ambience and atmosphere, guests will witness something truly original at every turn. We strive to give visitors the best possible experience and look forward to welcoming back our loyal fans, as well as new faces keen to taste the original Speyside single malt."*

Originality is part of The Glenlivet's DNA; George Smith risked life and liberty to produce his illicit single malt whisky, which has made The Glenlivet a pioneer in taste and quality across the single malt category to this day. The redesigned visitor experience reflects and carefully balances core

THE GLENLIVET

Scottish values and traditions within an updated timeless design. It prides itself on being a representation of Speyside and its heritage, creating a truly authentic experience.

The Glenlivet Distillery is now open to the public. To discover more, plan your visit to the newly renovated home or bring Speyside to your doorstep, head to www.theglenlivet.com.

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Notes to Editor

The Glenlivet Distillery

Address: Ballindalloch, Banffshire, Scotland, AB37 9DB

Number: 01340 821 720

Hand-filled bottles:

Designed specifically for the reopening of the visitor experience, guests have the opportunity to fill up their own bottles, with the first 100 of the below pre-signed by Master Distiller, Alan Winchester. When purchased, guests will be able to write their name in The Glenlivet record book at the distillery. The exclusive cask strength bottling pays tribute to the founder, George Smith and how his whisky was originally created over 200 years ago.

- **The Glenlivet Hand Filled 12yo:** A distillery exclusive cask strength edition of our signature smooth 12 Year Old, bottled by hand. American and European Oak. A Complex Balance of Juicy Pear & Creamy Toffee. £50/70cl
- **The Glenlivet Hand Filled 15yo:** A distillery exclusive cask strength edition of our French Oak Finished 15 Year Old, bottled by hand. Selectively Finished in Limousin French Oak. A Complex Balance of Rich Apple & Vanilla Oak £70/70cl
- **The Glenlivet Hand Filled 18yo:** A distillery exclusive cask strength edition of our award winning 18 Year Old, bottled by hand. First and Second Fill American and European Oak. A Complex Balance Of Spiced Orange & Dark Chocolate. £125/70cl

Covid Guidelines:

In line with Scottish government guidelines and to ensure the safety of staff and guests, the centre has been equipped with extensive health and safety measures, including tasting experiences operating at a reduced capacity, temperature checks, hand sanitiser stations, clear social distancing signage and increased cleaning processes.

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 malt 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

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