

THE GLENLIVET®

“THIS IS WHERE THE MAGIC HAPPENS” – IAIN STIRLING INVITES MTV CRIBS TO EXPLORE HIS DREAM SPEYSIDE HOME

From the Hollywood hills to the rolling hills of Speyside; The Glenlivet gets the cult classic, MTV Cribs treatment.

MTV, welcome to our new crib! The Glenlivet and comedian Iain Stirling have released a [new episode](#) of the hit show, *MTV Cribs* – offering an exclusive tour of The Glenlivet’s idyllic new Speyside home. Tapping into the nostalgia trend, the show gives the original property connoisseurs a first look behind the scenes of its ‘neat’ new crib.

Forget fleets of sports cars or entourage packed jacuzzis, The Glenlivet Distillery, a.k.a Iain’s dream crib, is so much more, with the added benefit of producing one of the most loved single malt Scotch whiskies in the world. The Glenlivet’s unique crib features local artisan-built interiors, an interactive barley field, as well as the all important Still Room, where distillation takes place, or as Iain likes to say “sorcery at its finest”. The episode – available to view across [MTV](#) and [The Glenlivet](#) social media channels – invites viewers to experience the fascinating legacy of the original Speyside single malt. Ever wondered where the magic really happens? Now you can find out for yourself.

From immersive technologies to exclusive bottlings, some may say Iain’s new crib is the dream playground for adults. It wouldn’t be an episode of *MTV Cribs* without a peek inside the fridge. This is not any old fridge with fancy ravioli and sparkling water, but one filled top-to-bottom with the world renowned [Glenlivet Capsule Collection](#), which took the world by storm in 2019. The unique capsules are now available to try at the distillery as part of ‘The Archive’ tour, which is accompanied by the many other exciting [experiences](#) on offer at the Visitor Experience. Who knows, maybe Mariah might pop down and jump in a bath of cocktail capsules sometime soon.

Iain Stirling, Scottish Comedian and Whisky Lover, commented:

“Being a huge fan of whisky meant it was an absolute honour to be given the key to The Glenlivet’s newly refurbished home. It is such a beautiful place, so rich in history and Scottish charm, that I just had to invite MTV Cribs to check it out. From start to finish, the distillery takes you on an adventure into the mystery and intrigue that shrouds the original

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Speyside single malt. Whether you're an enthusiast like me or new to the category, The Glenlivet Visitor Centre is a whole new way to experience whisky"

Throughout the episode, Iain uncovers The Glenlivet's unique heritage, all whilst adding his own humorous and contemporary twist – even telling off an MTV crew member for helping himself to a dram of The Glenlivet. Taking cues from the original episodes, Iain even introduces the nation to a few friends along the way, including the oracle of The Glenlivet and Master Distiller, Alan Winchester, who he attempts to catch out in a quick fire round of tricky questions.

Miriam Eceolaza, Director of Global Marketing at The Glenlivet commented:

'MTV Cribs holds a lot of nostalgia for many, not only showcasing some of the most enviable properties around the world, it helped introduce the celebrity genre that shapes media today. Similarly, The Glenlivet is known for also breaking with tradition, setting new standards and leading by example. So, of course we had to invite MTV to Speyside to add The Glenlivet's new Visitor Experience to sit alongside the MTV Cribs' extensive portfolio of famed celebrity houses.'

After 18 months of extensive renovations, Speyside's finest crib is now open to the public. To book tours and tastings, visit www.theglenlivet.com.

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Notes to Editor

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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 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.

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