



31 November 2003

NEW LOOK GLENFIDDICH WEBSITE

www.glenfiddich.com

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Glenfiddich, the world's favourite single malt Scotch whisky has launched a new website (November 2003) www.glenfiddich.com. With a stylish, contemporary look and feel, it has a new design as well as refreshed and updated content.

Created by Edinburgh based web agency, DowCarter, the user-friendly site – which has been developed especially for consumers - is packed with the latest Glenfiddich news and events. Consumers can also shop online and create a personalised bottle of Glenfiddich single malt Scotch whisky to send to friends or family.

The website also encourages consumers to be interactive. A selection of stylish Glenfiddich postcards are available to download and send to a friend, whilst online competitions offer attractive prizes.

With key sections including The World of Glenfiddich, Enjoying Glenfiddich and the Glenfiddich Events Calendar, single malt Scotch whisky lovers all over the world will be able to keep up to date with the activities of one of their favourite brands.

The World of Glenfiddich

Take a virtual tour around the home of Glenfiddich in the heart of Scottish Highlands, see how the Glenfiddich craftsmen ensure the unique taste and character of Glenfiddich with their traditional skills, marvel at the amazing prices that whisky brands have fetched at auction with our online valuation tool, browse through our news releases and read the inspiring story of Glenfiddich and the Grant family.



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Enjoying Glenfiddich

Which are the best bars and restaurants for you and friends to enjoy your Glenfiddich in? London's happening Lounge Lover, Oloroso in Edinburgh or the Kharma Spy bar in Sweden? The website has a full listing of bar and restaurant reviews and the most glamorous and happening places to indulge your love of Glenfiddich. Explore the full Glenfiddich range – available to buy in the online shop - read the tasting notes and tantalize your taste buds with our full menu of Glenfiddich Essential Serves, created by London's leading barmen.

Glenfiddich Events Calendar

Did you know that Glenfiddich is the proud sponsor of a variety of events ranging from the industry recognised Food & Drink Awards to the prestigious Spirit of Scotland Award? The Glenfiddich Calendar of Events gives you the complete low down on the exciting events and sponsorships that are taking place each month.

Rebecca Heathcote, William Grant & Sons New Media Manager said: ' The new website has a stylish and contemporary design - perfect for a whisky with true style and substance – and it really stands out amongst its competitors. We are confident that our consumers will really enjoy the site and return to it on a regular basis.'

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Note to Editors:

- Glenfiddich is 100% pure single malt and the world's number 1 single malt Scotch whisky
- Glenfiddich is owned by William Grant & Sons, an independent family distiller for over five generations
- Glenfiddich is the only highland malt distilled, matured and bottled in the highlands using a single source of pure spring water (from the Robbie Dhu spring)



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- Glenfiddich has been made in the same way for over 100 years. It still uses the same unusually small stills as it always has and retains the traditional skills of the coppersmith and cooper.
- The Glenfiddich website has a sophisticated content management system that allows the new Glenfiddich site to be replicated in its key markets.

Further information:

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