

Trade press release – 13th June 2007

Glenfiddich Wins Icons of Scotland 2007 Best Distillery Visitor Centre

We are delighted to announce that the Glenfiddich Distillery has won the prestigious title of Best Distillery Visitor Centre in the annual Icons of Scotland Awards, run by Scotland Magazine.

Now in their fifth year, the Icons of Scotland Awards are design to celebrate the artistic and cultural wealth of Scotland. Usually awarded to individuals, this is the first year the awards have been awarded to places, tourism attractions and business and what Scotland magazine describes as 'the things that make this country special'.

The winners in the 25 categories were decided by a judging panel from nominations submitted by the magazine's thousands of readers in March.

Elizabeth Lafferty, Scottish PR Manager at Glenfiddich Distillery, said 'We are very pleased to have taken first place out of all of Scotland's distillery visitor centres. This award is fantastic recognition of extremely high standards we have at Glenfiddich, from quality to services, and I am delighted that we are able to promote this reputation through awards such as this'.

VisitScotland Area Director for Aberdeen and Grampian, Ian Dunlop, said 'It's great to see Glenfiddich recognised for the first class visitor destination it really is'.