



WILLIAM GRANT & SONS

**ESSENCE OF LUXURY: GLENFIDDICH GOODWOOD BOTTLING CELEBRATES THE JOINT HERITAGE OF TWO RENOWNED LUXURY BRANDS**

*Glenfiddich and Goodwood draw on their shared heritage to create three decanters of a Glenfiddich 42-year-old which will be auctioned by Bonhams to raise funds for Race Against Dementia at 11:00 on 7 December 2021*



**17 November 2021: Glenfiddich**, the world's most awarded single malt Scotch whisky\*, announces its collaboration with England's greatest sporting estate, **Goodwood**, to create **Glenfiddich Goodwood**, an exclusive drawing of just three bottles from an extraordinary 1979 cask.

A celebration of Goodwood and Glenfiddich's historic connection, each decanter is paired with a VIP experience at a renowned Goodwood motorsport event: Goodwood Members' Meeting, the Festival of Speed and Goodwood Revival, as well as a photograph taken and signed by renowned Formula 1 photographer Rainer Schlegelmilch, each also signed by motor racing legend **Sir Jackie Stewart OBE**. All three unique lots will be auctioned for charity at the Bonhams Whisky Sale in Edinburgh on 7 December 2021 with all proceeds going to **Race Against Dementia**, a charity founded by Sir Jackie that raises and allocates monies to research into a prevention or cure for dementia.

Akin to a family heirloom, the three decanters of **Glenfiddich Goodwood** have been drawn by **Malt Master Brian Kinsman** from a hand-selected cask, No. 11136, which has lain untouched in Glenfiddich's historic Warehouse 8 for 42 years. The contents of the refill American Oak hogshead barrel have quietly matured since 13 April 1979, creating a unique expression that is sublimely balanced. Kinsman comments: "*Cask 11136 is a stunning example of Glenfiddich, with an oaky, sweet and long lasting taste. It has reached a perfection that few casks will ever achieve and is the ideal*



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*whisky to celebrate our long standing relationship with Goodwood.” Each liquid is contained in a handblown crystal decanter by renowned French crystalmaker, Baccarat.*

A dedication to craft, entrepreneurship and innovation puts the two luxury brands in pole position to capitalise on their unique shared **almost two hundred year heritage**. The connection can be traced back to 1836 when a chance inheritance handed Gordon Castle, and its vast estate reaching down to the River Fiddich, to the fifth Duke of Richmond. Alarmed by the behaviour and illicit distilling undertaken by his new tenants, the new Duke used political influence and commercial nous to ensure distilling became legal; thereby paving the way for William Grant to build the Glenfiddich Distillery. A marriage between Grant’s daughter, Isabella, and a son of a tenant farmer on the Cabrach Estate that neighboured the Gordon Estate created a lasting bond. The Dukes of Richmond and Gordon soon made annual sporting pilgrimages from Goodwood to Glenfiddich Lodge for their Highland holidays.

**The Duke of Richmond** said: *“I am thrilled this exciting collaboration has brought together the Goodwood Estate and Glenfiddich to create three exquisite bottles of whisky, raising money for our incredible Festival of Speed charity. Thank you to our estate partner Bonhams, for hosting these very special lots within their auction. We look forward to welcoming the successful bidders to our headline motorsport events next year.”*

**Claudia Falcone, Global Brand Director for Glenfiddich** comments *“today’s very special run of just three bottles is one of the many ideas that has come from close collaboration between Goodwood and Glenfiddich. It draws on a shared history and Scotch whisky’s emergence as a collectable asset-class to create a lasting legacy for the important research undertaken by Race Against Dementia. We are delighted to contribute to Bonhams’ whisky sale and continue to provide a contemporary twist to connections first established over two-hundred years ago.”*

**Bonhams** has given a low estimate for each lot of £6,500.

In the passion asset class collectible whisky and desirable classic automobiles have both seen a strong growth. Investment growth research by Knight Frank has found that classic cars remain a solid investment as assets that give tremendous pleasure. Perhaps, with pleasure in mind, it is easy to see why cars have gained a 194 per cent over the last decade, a growth only bettered by rare whisky in the same collector timeframe.

**ENDS**



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### **Notes to Editors:**

#### **ABOUT GLENFIDDICH**

Founded in Dufftown, Scotland by innovator William Grant, Glenfiddich first ran from the stills on Christmas Day, 1887. Adopting revolutionary methods and practices Grant's maverick attitude to whisky production saw Glenfiddich excel for over a hundred and thirty years, becoming the first single malt whisky to be promoted outside of Scotland, and ultimately, the best-selling and most awarded single malt whisky in the world\*. While Glenfiddich is now sold in over 180 countries across the world, the brand is one of the few single malt distilleries to remain entirely family-owned and is still produced in the same distillery which William Grant and his children hand-built.

\*The Glenfiddich range has received more awards since 2000 than any other single malt Scotch whisky in two of the world's most prestigious competitions, the International Wine & Spirit Competition and the International Spirits Challenge

#### **Glenfiddich Goodwood 1979 - Tasting Note:**

CASK: This whisky is an extraordinarily rare and special cask of Glenfiddich, which has rested sleeping silently for 42 years in a historic warehouse. Quietly maturing in rare American Oak hogshead since 13<sup>th</sup> April 1979 the result is a unique expression that is sublimely balanced. Rich fruit notes sit alongside vibrant vanilla oak, ripe pear and woody spice. A drop of water releases a softer side with orchard spring blossoms, delicate citrus and freshly grated nutmeg.

COLOUR: Amber

CASK TYPE: American Oak

AGE: 54 Years Old

DISTILLED: 1979

BOTTLED: 2021

#### **ABOUT GOODWOOD**

Goodwood is a unique sporting estate set in 12,000 acres of beautiful West Sussex countryside. Owned by the Dukes of Richmond since 1697, it is renowned for its thrilling motorsport events and



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spectacular horse racing. These two sports are a fundamental part of the estate's history and heritage, but there is more to Goodwood than horses and cars. The estate includes an organic farm, four restaurants, two 18-hole golf courses, a private members club, an aerodrome, a health club, a hotel and a 10-bedroom luxury retreat.

For more information about Goodwood's motorsport events, please contact Katharine Morgan, Motorsport & Automotive Press Officer: [Katharine.Morgan@goodwood.com](mailto:Katharine.Morgan@goodwood.com). Imagery and news from Goodwood are available from our Press & Media site.

### 2022 Event Dates:

- 79th Members' Meeting presented by Audrain Motorsport, Saturday 9 - Sunday 10 April 2022
- Festival of Speed presented by Mastercard, Thursday 23 - Sunday 26 June 2022
- Goodwood Revival, Friday 16 - Sunday 18 September 2022

### **ABOUT RACE AGAINST DEMENTIA**

Race Against Dementia ("RAD") is a charity founded by Sir Jackie Stewart, OBE, following the diagnosis of his wife, Helen, with frontotemporal dementia. RAD raises and allocates monies to research into a prevention or cure for dementia. RAD currently funds and supports ten post-doctoral dementia researchers through the RAD Fellowship Programme. This Programme draws from the most promising early career scientific talent around the world. Collaboration with forward-thinking teams in Formula One, as well as other innovative organisations, brings the dynamic attitude, dedication and agility of Grand Prix teamwork to drive results in dementia research. The RAD Fellowship Programme not only accelerates the RAD Fellows' personal research agendas, but also seeks to catalyse a change in dementia research culture globally.

### **ABOUT BONHAMS**

Bonhams, founded in 1793, is one of the world's largest and most renowned auctioneers, offering fine art and antiques, motor cars and jewellery. The main salerooms are in London, New York, Los Angeles and Hong Kong, with auctions also held in Knightsbridge, Edinburgh, Paris, San Francisco and Sydney. With a worldwide network of offices and regional representatives in 22 countries, Bonhams offers advice and valuation services in 60 specialist areas. For a full list of forthcoming auctions, plus details of Bonhams specialist departments, please visit [bonhams.com](https://www.bonhams.com).