



PRESS RELEASE

GLEN GRANT CELEBRATES 170 YEARS OF TRADITION AND INNOVATION

ROTHES, Scotland, June 10th, 2010 – This year sees Glen Grant celebrate 170 years of passion and excellence in whisky making. The Speyside distillery has been producing its famous single malt whisky since it was established in 1840 by former smuggling brothers James and John Grant.

With the 170th anniversary, the Glen Grant story will continue to maintain the forward-thinking traditions of the Grant family. Its whiskies are still made on the same grounds as those first established by its founders. With the sea and port of Garmouth nearby, the River Spey at its feet, peat in the vicinity, and barley-growing plains in close proximity, all the basic ingredients of malt whisky were at their fingertips. These traditional ingredients combined with the innovative distilling methods that James 'The Major' Grant, son of founding brother James Grant, developed are still used to this day to create the unmistakable flavour, colour and finish of Glen Grant. The distillery's unique tall slender stills and special purifiers that were developed over a century ago continue to give its whiskies a light, fresh character – making the innovative Glen Grant whisky clearly different from any other brand.

To celebrate 170 years of uncompromising and passionate whisky making Glen Grant has created an inimitable experience with the launch of a 170th Anniversary Limited Edition Single Malt Scotch Whisky. A whisky lover's dream, the commemorative edition has been specially crafted by Master Distiller, Dennis Malcolm, who has carefully selected the most valuable Glen Grant casks from 1976 to 1999 and married them together to create one unique Glen Grant expression.

“170 years on, we continue to build on the combination of tradition and innovation that the Grant brothers brought to their whisky making all those years ago,” **Glen Grant Master Distiller, Dennis Malcolm** commented. *“We wanted to celebrate the history of the brand whilst translating the unique Glen Grant approach into something new and unexpected with the 170th Anniversary Limited Edition whisky.”*

Embodying well over a century of tradition and innovation, the magnificent 46% abv (alcohol by volume) limited edition Single Malt, perfectly delivers the seductively smooth taste for which Glen Grant is renowned; with rich tones of ripe orchard fruits interlaced with hints of peat smoke.

Careful cultivation in oak casks as it matures over time has created a fresh and natural Single Malt Scotch Whisky with a distinctive golden brown colour.

The Glen Grant 170th Anniversary Limited Edition will be available starting August 2010 at the recommended price of 100 Euros, sold in a premium gift pack, across Europe, Taiwan, Travel Retail markets and the Glen Grant Distillery visitor centre in Rothes, Scotland, in a 70 cl bottle.

-ENDS-

Notes to editors

For more information on Glen Grant brand history, press kit and downloadable high definition images please visit:

http://www.camparigroup.com/en/press_media/image_gallery/glen_grant_download.jsp

About Glen Grant

Glen Grant became part of the Gruppo Campari portfolio in 2005. The brand is currently the world's number 5 selling Single Malt Whisky and is an Italian icon and market leader. The Glen Grant range includes the refined Major's Reserve, 10 Year Old, 16 Year Old, 1992 Cellar Reserve and the 170th Anniversary Limited Edition. Glen Grant was founded 170 years ago in Speyside, Scotland by former smuggling brothers John and James Grant. The unique and seductively smooth taste for which Glen Grant is renowned is the result of the innovative tall slender stills and special purifiers James 'The Major' Grant, son of founding brother James Grant, introduced over a century ago and that are still used to this day.

About Gruppo Campari

Gruppo Campari is a major player in the global beverage sector, trading in over 190 nations around the world with a leading position in the Italian and Brazilian markets and a strong presence in the [USA](#) and Continental Europe. The Group has an extensive portfolio that spans three business segments: spirits, wines and soft drinks. In the spirits segment its internationally renowned brands, such as [Campari](#) and [SKYY Vodka](#), stand out. It also has leading regional brands including [Aperol](#), [Cabo Wabo](#), [CampariSoda](#), Cynar, [Glen Grant](#), [Ouzo 12](#), [X-Rated](#), Zedda Piras and the local Brazilian brands Dreher, Old Eight and Drury's. Its wine segment boasts the global brand [Cinzano](#), as well as important regional brands including Liebfraumilch, Mondoro, Odessa, Riccadonna, Sella & Mosca and Teruzzi & Puthod. The soft drinks segment comprises the non-alcoholic aperitif [Crodino](#) and Lemonsoda as well as its respective line extension dominating the Italian market. The Group employs over 2,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM), are listed on the Italian Stock Exchange. www.camparigroup.com

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Dennis A.D. Malcolm – Glen Grant Master Distiller



Biography

Dennis Malcolm seems to have been destined for his role as Master Distiller for Glen Grant Single Malt Scotch Whiskies. His connection with Glen Grant began on the very day he was born as he first entered the world on the distillery grounds in 1946.

Dennis' long history with Glen Grant has developed over the years as his passion for its single malts has grown. He now has almost 50 years of experience in the whisky industry after beginning his career at Glen Grant in 1961 as an apprentice cooper.

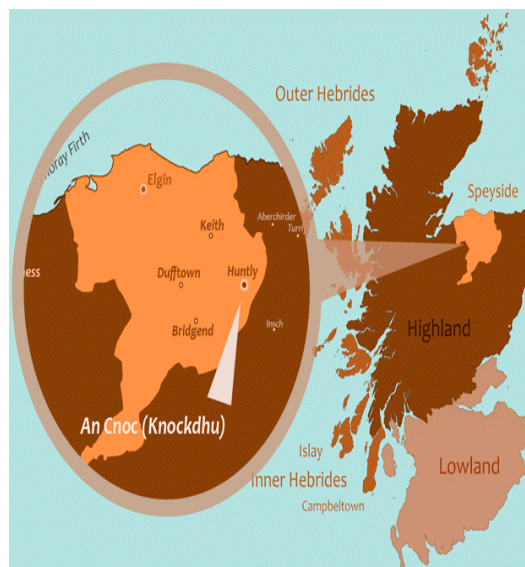
Over the years Dennis has gained a wealth of experience as Distillery Manager for Glen Grant, Glenlivet and others, as well as being a Brand Ambassador for Strathisla Distillery where he became involved with introducing VIPs and guests to the world of scotch whisky.

Today, Dennis manages and directs Glen Grant for Gruppo Campari with uncommon passion and unrivalled knowledge of the industry. He is also an incomparable tour guide through Glen Grant's distillery and splendid gardens which he illustrates with anecdotes delivered with a twinkle in his eye and a charismatic Scottish brogue.

Following in the footsteps of the Grant family, famous for being pillars in their local community, Dennis is also a leading figure in Glen Grant's historical site of Rothes, Scotland. An appointed Justice of Peace, Convenor in his local Church and member of the local school board, Dennis is involved at all levels of the town's leadership.

When not at Glen Grant, in the courts, church or school, Dennis enjoys gardening, golfing and caravanning.

Speyside: Where tradition meets innovation



A warm welcome awaits you in Speyside - home to more than half of Scotland's distilleries. Relax in Highland scenery, by the beautiful coastline or amongst historical towns and villages.

Speyside is the Anglicised form of Strathspey which is the area around the strath (river valley) of the River Spey, Scotland. The capital of the area is Grantown-on-Spey and it is one of the main centres of the Scotch whisky industry, with a high concentration of single malt distilleries in the region.

Nestled in the hills above the ocean and nearby port of Garmouth, with the River Spey at its feet and surrounded by the famous Moray barley plains; Rothes, home to the Grant Brothers, was the ideal birthplace for a world-class Single Malt.

The fresh air, bright sunlight and sparkling streams of Scotland's Highlands surrounding the malt distilleries not only gives the whisky its distinctive, pale golden appearance, but also its clean, distinctive taste renowned throughout the world.

The River Spey is in the northeast of Scotland and it is the second longest river in Scotland and seventh longest in the UK. It is important for salmon fishing as well as whisky production, and Major Grant enjoyed many happy days fishing here with his friends and family.

Speyside is an incredible area of Scotland to visit where you can swim in the lochs in the summer and ski in the nearby mountains in the winter. Famous for its incredible wildlife and scenery, it is the perfect place to unwind and with accommodation from 5 star hotels to farmhouse B&Bs there's something for every budget. Add to this the warm Scottish welcome, incredible food and, of course, the world famous single malt whisky and you have the most incredible area of Scotland to discover.