**GLENFIDDICH’S EXPERIMENTAL SERIES REACHES NEW HEIGHTS**

- Join the Experimentalists with Glenfiddich at The View from The Shard –

**20th November 2017, London:** On Monday 27th November, Glenfiddich, the world’s most awarded single malt Scotch, launches their Join the Experimentalists activation with The View from The Shard. The visitor attraction at the top of the capital’s tallest building will host the Glenfiddich Experimental Series for a limited time until 21st December.

On the indoor viewing gallery, visitors will be able to interactively find their perfect Glenfiddich serve and discover what it says about them - all against the back drop of London’s iconic capital. Each serve has been exclusively created for The View from The Shard and is available to purchase from the bar.

All cocktails include Glenfiddich Project XX, or Glenfiddich IPA Experiment (the first single malt Scotch finished in craft IPA casks) from the Glenfiddich Experimental Series. This range combines the brand’s passion for pushing Scotch whisky boundaries and is created through collaborations with like-minded experimenters from a wide range of different industries, unlocking new whisky possibilities. The third expression most recently launched from the range, Glenfiddich Winter Storm, is finished in Canadian Ice Wine casks and will be available exclusively to a small number of guests.

As well as enjoying the stunning panoramic views, guests will also have the opportunity to experience the specially designed ‘Join the Experimentalists’ personality profiler - offering a Glenfiddich cocktail recommendation to consumers based on their identified personality type. Users are guided through a series of stimulating questions and presented with their determined personality and a paired cocktail. To be in with a chance of winning a bottle of Glenfiddich IPA guests are then encouraged to share their results on their social channels.
A limited number of guests can enjoy their cocktail within the Glenfiddich marrying tun chair, where they will also be able to purchase a flight of all three Experimental Series whiskies, including the latest exclusive expression, Winter Storm.

Gwilym Cooke, Senior Brand Manager Glenfiddich UK commented: “Following the successful launch of Glenfiddich’s Experimental Series last year, we can’t wait to showcase the series in a truly iconic London building 800 ft above the capital. The Glenfiddich Experimental Series inherently challenges traditional Scotch whisky boundaries and by partnering with The View from The Shard we’re able to bring this ambition to people within a unique activation.”

The experience is free to visitors from Monday 27th November – Thursday 21st December.

Read more and reserve your space at theviewfromtheshard.com/en/whats-on/events/winter/join-the-experimentalists-with-glenfiddich

Notes to Editors

About The View from The Shard
The View from The Shard is a premium visitor attraction at the top of The Shard – the tallest building in Western Europe. Travelling skyward in high-speed lifts, this multi-sensory journey takes you 244m (800ft) above London, offering visitors spectacular 360-degree views over the UK’s capital for over 40 miles.

Tasting notes:

Glenfiddich Winter Storm #03
Nose: A bouquet of tropical fruit and candied sweets are perfectly balanced with underlying wine notes
Taste: Soft sweet notes reminiscent of candied fruit and Turkish delight develop into flavours of mouth-watering lychee. The fusion of sweet flavours is soon met with a rich drying sensation from the Ice wine
Finish: Short and crisp
Key notes: Lychee, sweet and tannin
ABV 43%

The Glenfiddich Project XX #02
Colour: Deep gold
Nose: Classic Glenfiddich fruitiness with hints of apple blossom, summer fruits and ripe pear. A beautiful balance of oak with rich creamy vanilla, barley sugar and a hint of liquorice and subtle spice
Taste: A refined and balanced flavour with candy floss sweetness and a rich vanilla oakiness. Deep and mellow, the initial sweetness is complemented by unusual notes of toasted almonds, cinnamon and a hint of crisp tannin
Finish: Long lasting with a lingering sweet oakiness
ABV 47%
Non-chill filtered

Glenfiddich IPA Experiment #01
Nose: A beautifully delicate balance of ripe green apple, William’s pear and spring blossom. Aromatic hops and fresh herbs complement the characteristic Glenfiddich fruitiness and sweet, vanilla oakiness.
Taste: Vibrant with a zesty citrus note followed by soft, sweet vanilla and a hint of fresh hops
Finish: Long lasting sweetness with subtle green hops
ABV 43%

About William Grant & Sons and Glenfiddich
William Grant & Sons, Ltd. is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1887. Today, the luxury spirits company is run by the fifth generation of his family and distils some of the world’s leading brands of Scotch whisky, including the world’s favourite single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world’s third largest blended Scotch Grant’s® as well as other iconic spirits brands such as Hendrick’s® Gin, Sailor Jerry®, Milagro® Tequila, Tullamore D.E.W Irish Whiskey, Monkey Shoulder and, most recently, Drambuie and Hudson.
Click on www.williamgrant.com for more information on the Company and its brands.