

18<sup>th</sup> June 2008



## MARKETING SOCIETY AWARD FOR THE GLENROTHES

The Glenrothes was voted the winner of the category 'Excellence in International Brand Development' at the 2008 Marketing Society Awards. This prestigious award is the latest in a remarkable year for the world's fastest growing single malt.\*

Awards so far in 2008 include:

### **World Whiskies Awards 2008**

- Best in Class – The Glenrothes Select Reserve
- Best Speyside Malt – The Glenrothes 1978 Vintage
- Best New Release – The Glenrothes 25 year old

### **Scotch Masters The Spirits Business**

- Scotch Master (Speyside up to 12 years old) – The Glenrothes Select Reserve
- Scotch Master (Speyside up to 18 years old) – The Glenrothes 1991 Vintage
- Gold Medal (Speyside over 25 years old) – The Glenrothes 1978 Vintage

### **San Francisco International Spirits Competition**

- Double Gold Medal – The Glenrothes 1975 Vintage

The Glenrothes, in conjunction with creative agency Frame, entered a paper earlier this year to the Marketing Society Awards for Scotland. The judges can, at their discretion, forward outstanding entries for submission in the national awards. This year they picked only one: The Glenrothes.

The Marketing Society awards, now in their 24th year, "lead the way in enhancing industry understanding of what marketing excellence is and of why it is essential to the success of any business". There were a record number of entries this year with 68 making the short list at the finals for 18 categories.

The judges, Chaired by Dianne Thompson (CEO of Camelot), had the opportunity to pick various award-winners within a single category, in recognition of different aspects of the category as well as the differing resources of small and large organisations. In the case of International Brand Development, the award for SME (Small, Medium Enterprise) went to The Glenrothes.

"Our emphasis at The Glenrothes has always been about delivering flavour rather than winning awards," stated Luke Tegner, Brand Director of The Glenrothes. "However, it is gratifying that the efforts of a small brand team, supported by dedicated partners internationally, have been recognised by experts in the field of marketing."

#### **Further information**

[www.theglenrothes.com](http://www.theglenrothes.com)

#### **Pictures**

High resolution images are available upon request

#### **Press Enquiries**

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The Glenrothes is available from all good specialist whisky retailers.

\*The most recent research from the International Wine & Spirit Record shows that The Glenrothes is growing faster than any other single malt Scotch whisky in the top 30 (by volume). The annually prepared research shows that from 2002 to 2006, taking into account compound annual growth over that period, The Glenrothes is out-growing the competition with an annual rate of over 17%.

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THE  
**GLENROTHES**  
ESTD LIMITED 1879  
SINGLE SPEYSIDE MALT  
Scotch Whisky



## NOTES FOR EDITORS

1. The Glenrothes was founded in 1879
2. The Glenrothes is one of only three Speyside malts to hold Top Class status
3. Little more than 2% of the distillery capacity is bottled as Single Malt to ensure exceptional quality
4. Of the 16 Vintages released to date, 12 have entirely sold out
5. It is matured in a combination of Spanish and American oak casks – the best of both worlds
6. The Glenrothes Select Reserve was voted Best in Class at the World Whiskies Awards 2008 and won two Double Golds at The San Francisco World Spirits Competition 2007
7. The Glenrothes 1972 was awarded a Trophy at the 2005 International Spirits Challenge
8. The Glenrothes 1978 Vintage was voted Best Speyside Single Malt at the World Whiskies Awards 2008
9. The Glenrothes 25 year old was voted Best New Release of the Year at the World Whiskies Awards 2008
10. The Glenrothes 1975 won a Double Gold award at The San Francisco World Spirits Competition 2008
11. "I have always felt that Glenrothes deserved to be more widely appreciated. Beautifully rounded...sophisticated after-dinner malt."  
Michael Jackson's Malt Whisky Companion
12. Jim Murray, in his Whisky Bible 2007, refers to The Glenrothes Select Reserve; "One of the softest deliveries on Speyside, the silky barley and citrus caress the tastebuds with rare tenderness" and scores it 24 out of 25

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