

GOLD RUSH FOR CHIVAS BROTHERS AS 2013 AWARDS SEASON STARTS IN STYLE

Monday 22 April, 2013

Chivas Brothers, the Scotch whisky and premium gin business of Pernod Ricard, has started the awards season in style, scooping an impressive total of 25 top accolades at two of the world's most prestigious spirits competitions, the San Francisco World Spirits Competition and the Ultimate Spirits Challenge.

The awards highlight the outstanding quality of the Chivas Brothers' range, with seven brands including Chivas Regal, The Glenlivet and Beefeater Gin all receiving some of the highest accolades awarded by the judges, which included leading industry experts F. Paul Pacult and Steve Beal.

Royal Salute, the world's leading luxury Scotch whisky, picked up two double gold medals for its 21 Year Old and 38 Year Old Stone of Destiny expressions at the San Francisco World Spirits Competition. Both expressions were shortlisted for the Chairman's Trophy in the blended Scotch whisky category at the Ultimate Spirits Challenge, which the 21 Year Old was eventually awarded along with an Ultimate Recommendation.

Chivas 18 and Chivas 25 won double gold medals in the San Francisco World Spirit Competition, which represents the third double gold in a row for the pinnacle of the Chivas range, and were both shortlisted for the blended Scotch whisky Chairman's Trophy in the Ultimate Spirits Challenge.

There was further success for Chivas Brothers with its malts portfolio as The Glenlivet 18 Year Old triumphed at both competitions; the USC judges endorsed the expression with its Ultimate Recommendation and shortlisted it for the single malt whisky Chairman's Trophy, while it received a double gold medal at the San Francisco World Spirits Competition. The result marks the 10th time in 11 years that the expression has won the double gold award and reinforces its exceptional quality and consistency, Aberlour 18 Year Old was given the fifth Ultimate Recommendation and was also shortlisted for the Chairman's Trophy for single malt whisky at the USC, while Something Special, an expression from Chivas Brothers' range of standard, blended whiskies won the eighth double gold medal at the San Francisco World Spirits Competition.

FULL RESULTS

San Francisco World Spirit Competition

Double Gold

Chivas 18
Chivas 25
Royal Salute 21 Year Old
Royal Salute 38 Year Old Stone of Destiny
Something Special
The Glenlivet 18 Year Old

Gold

Aberlour 12 Year Old Non Chill-Filtered
Aberlour 16 Year Old Double Cask Matured
Aberlour 18 Year Old
The Glenlivet 12 Year Old
The Glenlivet 15 Year Old French Oak Reserve
The Glenlivet 21 Year Old

Ultimate Recommendation [Shortlisted for Trophy]

Aberlour 18 Year Old – 95 points [Single Malt Scotch]
The Glenlivet 18 Year Old (95 points) [Single Malt Scotch]

Highly Recommended – [Shortlisted for Trophy]

Royal Salute 38 Year Old Stone of Destiny (94 points) [Blended Scotch]

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Whisky :: The Glenlivet 15 Year Old French Oak Reserve :: Whisky 2013 Best ::

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Chivas 18 (92 points) [Blended Scotch]

Chivas 25 (92 points) [Blended Scotch]

ABOUT CHIVAS BROTHERS

Chivas Brothers is the Scotch whisky and premium gin business of Pernod Ricard – the world's co-leader in wine and spirits. Chivas Brothers is the global leader in luxury Scotch whisky and premium gin. Its portfolio includes Chivas Regal, Ballantine's, Beefeater Gin, The Glenlivet, Royal Salute, Aberlour, Plymouth Gin, Longmorn, Scapa, 100 Pipers, Clan Campbell, Something Special and Passport. In July 2010, Chivas Brothers launched The Age Matters campaign to help consumers understand the importance of Scotch whisky age statements.

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