

# CHIVAS

## MARKET

Relaxing after a hard day at the archaeological dig or at the stock exchange with a welcome glass of something on, or off, the rocks has been a part of the life of achievement in Egypt for a very long time. In the nineteenth century British visitors to the country brought their luxury liquors with them, and these stayed on to become part of the successful lifestyle in the Middle East's largest city. With a relatively narrow market range of alcoholic beverages, Egypt's purchases tend to be more oriented to the high end of the scale. Chivas Regal is to be found in every well-appointed hotel, resort, or restaurant in the country, as well as in the homes of many successful citizens.

Chivas Regal is recognised as one of the few global spirits brands and is the world's most prestigious premium blended whisky. Led by Chivas Regal, Chivas Brothers' portfolio includes Royal Salute and a range of eight other blended whiskies. As well, it holds the number one position for malts with eight single malts whiskies. Two of Chivas Brothers' single malt whiskies, The Glenlivet and Glen Grant, are respectively the second and third most popular worldwide.

Chivas Regal 25 has been internationally acknowledged by industry experts as the world's best blended Scotch whisky and it triumphed at the San Francisco World Spirit Competition, earlier this year where it was named the Top Blended Scotch as well as winning a Double Gold award.

## ACHIEVEMENTS

Chivas Regal has been recognised as the world's best luxury Scotch whisky with the Best Blended Scotch award and two Double Gold awards at the San Francisco World Spirit Competition. Chivas Regal 25 Year Old, the rare and exclusive pinnacle of the Chivas Regal range, led the award success scooping the ultimate accolade - the Best Blended Scotch award as well as Double Gold. The Double Gold for Chivas Regal 18 Year Old is further testament to its rich, indulgent quality.

The San Francisco World Spirits Competition is widely recognised as one of the most important international awards events. Held in the United States on an annual basis, it was founded in 2000. The judging is based on blind taste tests and medals are awarded based on taste alone.

Chivas Brothers have won a number of other prestigious industry awards and they achieved notable awards in 2002, including the International Spirits Challenge trophy for "Best Scotch Single Malt" for The Glenlivet Cellar Collection 1959 single malt.

Chivas Brothers won the accolade of Distiller of the Year 2003 at the IWSC, as well as the IWSC trophy for the second year running for "Best Blended Scotch Whisky" for Royal Salute 21-year-old, and the IWSC trophy for "Best Single Malt Whisky under 12 years old" for Aberlour ten-year-old. The Glenlivet twelve-year-old French Oak Finish, The Glenlivet eighteen-year-old and Longmorn fifteen-year-old were also awarded gold medals in that year.

In both 2005 and 2006 Chivas Brother Distillers were again named Distiller of the year by IWSC. and, in 2005, won Gold Medals for Chivas Regal 18 Year Old whilst 2006 saw them winning the Gold medal IWSC for Royal Salute 21 year old in the Deluxe category.

## HISTORY

Picture the scene: 19th century Aberdeen, Scotland - a booming city with new railways, new commerce and a new spirit of optimism. It was against this backdrop that James and John Chivas began supplying the city's elite with the finest food and drink from their high class grocery emporium.

Having received the first of their many Royal Warrants to supply goods to Queen Victoria in 1843, the brothers' fame spread rapidly throughout the country and beyond. Their thriving

## THE CHIVAS REGAL OF WHISKIES



store, with its seductive aroma of exotic wares, was the epitome of good taste, fully stocked with gourmet products designed to delight the discerning palates of the local nobility. As well as being an exclusive supplier to the Queen's household, Chivas Brothers counted among its distinguished clientele a veritable hoard of Earls, Dukes, Generals, Admirals and European royalty.

With whisky orders flooding in, much of James's time was spent in the cellars experimenting with new blends to create a smoother, more refined luxury Scotch whisky. Thanks to their precious inventory of the very finest maturing malt and grain Scotch whiskies, James and John were able to achieve consistently good results, setting a gold standard in blended whisky that would be handed down from generation to generation.

In time, the guardianship of that standard fell to Alexander Smith, into whose capable hands the business passed. Alexander appointed acclaimed Master Blender Charles Stewart Howard in 1894 and together they continued the Chivas Brothers' quest for the perfect blend. In 1909 their dream became a reality.

Knowing of America's economic boom, Alexander asked Charles to select the finest aged whiskies from the cellar to create something truly exceptional for this vast new market. Using his years of blending experience, Charles offered

Alexander a taste of what he felt in his heart was the finest whisky he had ever blended. The first sip was all it took. The new blend was sublime. Together, Alexander and Charles made the historic decision to offer it to America as Scotland's first authentic luxury blended whisky. And so it was that Chivas Regal, a 25 Year Old blend, took New York high society by storm, within months becoming the most sought-after tippie of distinguished Americans. In less than two years it was firmly established as the most talked about drink, epitomising the prosperity, glamour and sheer exuberance of the era. Prestigious restaurants, top class clubs and opulent hotels such as the recently built Plaza and the Waldorf, clamoured for more supplies, which they vowed to reserve for their most distinguished clients. But when fate, in the form of World War I and America's Prohibition era, intervened, Chivas Regal disappeared from view and became a highly coveted collector's item. But of course, the Chivas Regal brand didn't disappear. In the 1950's, in the footsteps of the original followed a new premium classic: Chivas Regal 12 Year Old. As well as maintaining the brand's iconic status, Chivas Regal 12 Year Old went on to win the hearts and minds of discerning whisky drinkers across the globe, becoming firmly established as the world's most prestigious Scotch whisky brand.

## PRODUCT

Chivas Regal is a truly global brand, selling 4.5 million 9L cases annually in over 200 countries (more than a bottle sold every second) - its highest ever volume sales.

A testament to its popularity, blended whisky now accounts for 94% of whisky sales worldwide, and Chivas Regal is the discerning consumer's preferred luxury whisky.

Scotch whiskies come in three varieties: malt whiskies, grain whiskies, and blended whiskies. Each malt and grain whisky selected for a blend has an individual character and flavour. Malt whiskies from the Highlands have fruity, spicy characters; Lowlands whiskies have light,

gentle, floral notes; and those from Islay have powerful smoky, pungent qualities. However, it is Speyside's famous malt whiskies that provide the gentle smoothness and richness that forms the backbone of Chivas Regal.

The ultimate work in the blending of a classic whisky is a matter of art and experience. Much more than a recipe handed down over the generations, it is a subtle mix of science and art, a constant process of creating, tweaking and monitoring during the triple-blending process.

The blends are comprised of two separate initial blends of grain whiskies and malt whiskies, which are returned to casks to mature. The initial blends for Chivas Regal, Royal Salute, and Chivas Regal 18 are naturally different and of varying rarity and age at the beginning of the blending process. For Chivas Regal 18, casks are chosen for their particular characteristics and, once blended, whiskies are re-casked and left to marry to achieve the richness of the final whisky.

Once the grain and malt blends are judged to be ready, the two are mixed and the now-completely blended whisky is then returned to cask for further maturation and assimilation of flavour. Aged for between twelve and 40 years in either European oak casks formerly used for ageing sherry or American oak casks formerly used for ageing bourbon, this variety of distillation and ageing processes allows for almost infinite variation in whisky's flavour and aroma. Chivas Regal is the flagship Scotch whisky brand of Chivas Brothers.

## RECENT DEVELOPMENTS

Almost a hundred years since the first Chivas 25 Year Old was introduced to the market, Chivas is set to recreate the success of its groundbreaking predecessor. It is for this reason that Chivas Regal 25 Year Old, inspired by the very first Chivas Regal, has the word 'Original' on the label. It takes time and passion to select aged whiskies of the quality required to produce a blend that will do justice to the original: a blend of such substance, maturity and complexity that it will redefine the world of luxury whisky - just as the first Chivas Regal did all those years ago.

## PROMOTION

A new global campaign for Chivas Regal titled Live with Chivalry has been launched. The campaign aims to revive the values of chivalry by encouraging us to live life with honour, loyalty and gallantry. In an age of individualism and materialism, the most prestigious luxury whisky brand Chivas Regal, invites us all to live a more fulfilled life.

New independent research published to coincide with the launch of Live with Chivalry indicates this campaign is well timed. Global concern regarding the erosion of values is high and the overwhelming feedback is that friendship, loyalty, honour and intelligence are prized within societies around the world.

71% of people in this global survey agree with Chivas Regal, believing they would have a far better quality of life if people around them chose to live by these values. The results were drawn from



3,000 people in seventeen countries across four continents. 95% of all men and women surveyed said they found chivalrous qualities attractive in the opposite sex. The majority of respondents cited "helping others" as their last chivalrous deed. The predominant number of male respondents ranked intelligence, confidence and honour as traits that most represent their sense of masculinity today.

## BRAND VALUES

Chivas Brothers products emphasise their association with enjoying special, unusual moments in life. They emphasise the social interaction that brings these satisfying moments and the spontaneous choices that often bring them forth. The wealth of sensory experience involved in a special glass of whisky draws forth images of people enjoying the company of others in circumstances that are themselves infused with feeling. The company's whiskies are rich and warm, bringing forth echoes of fine companions, interesting pursuits and fulfilling relationships.

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

## Things you didn't know about CHIVAS

Whisky is aged in used casks. European oak casks originally used for ageing sherry in Spain, and American white oak casks used for ageing bourbon, are the sources for Chivas Brothers' casks. The wood and previous contents of an individual cask are important influences on the colour and taste of the whisky.

When it is judged that a cask will no longer add to the flavour or colour of the whisky, it is discarded.

The unique tastes of Chivas Regal and Royal Salute are the responsibility of Colin Scott, Chivas Brothers' master blender, who is the third generation of his family to work in the whisky business.

The master blender checks each cask of whisky to be aged and blended. He also assesses the progress of the maturation process and the finished product before it is bottled.

Superbrands

