

FOOD AND BEVERAGE

Glenmorangie tells brand stories through vintage release

December 28, 2016



Glenmorangie's Grand Vintage Malt 1990

By STAFF REPORTS

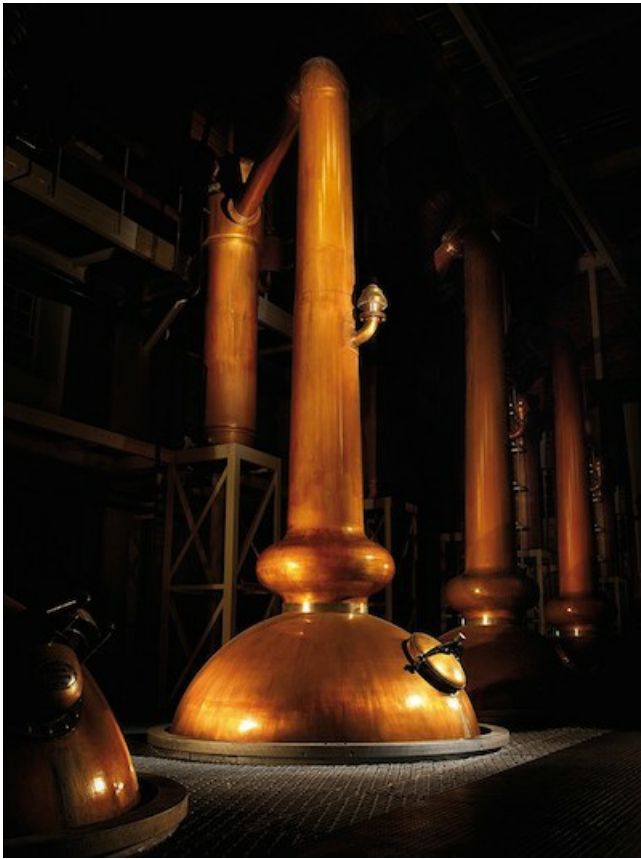
LVMH-owned Scotch whisky maker Glenmorangie is looking back on a pivotal year in its history through a vintage malt.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Grand Vintage Malt 1990, the first in the brand's Bond House No. 1 series, honors a year of change and accomplishment for the house. This collection is expected to appeal to both collectors and whisky connoisseurs, allowing Glenmorangie to highlight some of its most memorable moments.

Remembering milestones

In 1990, Glenmorangie's Warehouse No. 1, which at the time held its casks as they matured, was turned into a still house. Through to today, the distillery claims the tallest stills in Scotland, with heights of more than 26 feet.



Stills at Glenmorangie distillery

1990 was also a noteworthy year for barley. After a difficult harvest for whisky makers, Glenmorangie overcame the obstacle, creating a spirit that has both floral and fruity notes.

Grand Vintage Malt 1990 was aged 25 years in casks that previously held sherry and bourbon.

For spirits makers, product is often used as a medium for storytelling.

Scotch whisky-maker Johnnie Walker is creating a retrospective on more than a century of its brand history through the medium of bottles.

The brand's Blue Label Striding Man Edition is a four-bottle collector's set that features illustrations of its logo at various points between 1908 and 2015. Through this initiative, Johnnie Walker is using product to educate its audience of enthusiasts about its brand heritage ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.