

FOOD AND BEVERAGE

## Glenfiddich releases Chinese New Year NFTs, symbolizing opportunity ahead

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*The whisky maker is launching 200 limited-edition Chinese Lunar New Year NFTs on BlockBar. Image courtesy of Glenfiddich/BlockBar*

By KATIE TAMOLA

Scotch whisky maker Glenfiddich is getting in the NFT game with a celebration of Chinese New Year.

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The whisky maker is launching 200 limited-edition Chinese Lunar New Year NFTs on direct-to-consumer NFT marketplace BlockBar in a Year of the Tiger celebration. Each NFT purchased is linked to a physical bottle of Glenfiddich's 21-year-old Reserva Rum cask malt Scotch whisky.

"We're delighted to launch our first ever Chinese New Year NFT with BlockBar.com to help mark the Year of the Tiger," said Will Peacock, global luxury director at William Grant & Sons, in a statement.

"This limited-edition bottle design exclusive to BlockBar is inspired by the final of the trilogy series with Rlon Wang which celebrates the endless possibilities for 2022, and we're pleased to share this sentiment with two hundred lucky customers."

### Limitless possibilities

Glenfiddich's NFT release is the last of the Chinese New Year trilogy designed for the brand by illustrator Rlon Wang. On the whisky bottle, the artist depicted the brand's Stag symbol in the form of a constellation.

The constellation symbolizes limitless possibilities for the new year.



*Each NFT purchased is linked to a physical bottle of Glenfiddich's 21-year-old Reserve Rum cask malt Scotch whisky. Image courtesy of Glenfiddich/BlockBar*

Upon purchase, consumers can also buy exclusive content including a JPG of the complete artwork from Mr. Wang, individual digital illustrations of the icons that come together to create the design and a Golden Stag GIF.

The Golden Stag GIF can be used to obtain early access to Blockbar's next Glenfiddich release on BlockBar.com.

Glenfiddich is not the only beverage brand collaborating with Blockbar.

Last month, LVMH-owned Cognac brand Hennessy jumped into the arena of digital collectibles with its first NFT collection.

In partnership with BlockBar, the brand released Hennessy 8 through a dual drop on Jan. 12. Luxury brands across sectors, including wines and spirits, continue to experiment with non-fungible tokens to reach digital-first consumers ([see story](#)).

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