

COMMERCE

Aston Martin names Glenfiddich as official whisky partner

August 15, 2025



The two U.K.-based brands are combining their expertise in craftsmanship and design. Image credit: Aston Martin

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

British automaker Aston Martin and Scotch whisky maker **Glenfiddich** are taking an existing partnership to new heights.

The beverage brand is now the luxury car manufacturer's official whisky partner, evolving beyond its sponsorship of the automaker's Formula 1 team. To celebrate the announcement, the duo is unveiling a limited-edition pour during Monterey Car Week.

"I'm excited to announce Glenfiddich as our official whisky partner," said Stefano Saporetti, director of brand diversification at **Aston Martin**, in a statement.

"Aston Martin and Glenfiddich are united by a deep respect for heritage and a commitment to craftsmanship," Mr. Saporetti said. "This partnership allows us to bring our shared story to life through immersive, sensory and emotional experiences that resonate with our customers."

"Both brands are globally celebrated yet proudly rooted in British history, creating a true balance of tradition and innovation."

Crossing over

During the coastal California event concluding on Aug. 17, the two companies will showcase their collaboration within The House of Aston Martin.

The exclusive whisky is a rare 1976 Single Malt Scotch, hand-selected by Glenfiddich malt master Brian Kinsman.

"This exceptional cask was not selected for its vintage year alone, but for the era it represents; the transformative mid-1970s, a defining period that marked the beginning of Glenfiddich's modern era and helped shape the whisky's character for generations to come," said Mr. Kinsman, in a statement.



Limited to 50 bottles, Glenfiddich 1976 is available directly through the distillery and The Distillers Library. Image credit: Aston Martin

“The whisky matured in a refill sherry cask before being moved into a 100 litre European oak sherry cask built by one of our coopers,” he said. “Nearly 50 years later, we continue to honour that legacy, staying true to the spirit of innovation and craftsmanship that helped make Glenfiddich the renowned Single Malt it is today qualities that perfectly embody our new partnership with Aston Martin.”

Italian automaker Lamborghini is also unveiling an expanded partnership as part of Monterey Car Week ([see story](#)).

© 2025 Reliance Relocation Services, Inc. All rights reserved.

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