

The original

It's the definitive Speyside single malt and it has some serious heritage behind it. First created in the Livet Valley in Scotland in 1824, before any other whiskies borrowed the name, it's the single malt that started it all – it's 'The' Glenlivet.

Whisky. That fiery drop. A dram of liquid sunshine. Long associated with a kind of stylish but earthy masculinity, the single malt is firmly rooted in tradition — a tradition of quality still being appreciated by the modern whisky drinker.

Contemporary tastes have changed but the old-fashioned golden glow of whisky is now outshining its reputation as an older man's drop.

"It's great to see the perception of whisky changing worldwide," says The Glenlivet ambassador David Wallace. "We're finding there's an increase in women enjoying whisky, with more of a 50/50 split of men and women at our tastings."

When it comes to spirits, there is a focus on quality, Wallace says. "People are becoming more conscious about what they are consuming, and they're more concerned with quality brands that have a real story behind them."

And The Glenlivet certainly has a rich history. Founder George Smith chose the spring water in the region of Speyside, Scotland to make what he believed was 'The Whisky'. It was so well-suited to making whisky that other Speyside producers started claiming the name Glenlivet. Keen to act as a guardian of quality and craftsmanship, in 1884 Smith ensured a court ruling settled the matter — only one whisky could call itself

'The Glenlivet'. The single malt became the benchmark of excellence from within the parish of Glenlivet, and while other whiskies could use Glenlivet in their name, none could claim to be 'The' Glenlivet.

To this day, the same spring water runs through The Glenlivet collection, informing its fresh flavours. Whisky has always been a conversation starter and the range offers intriguing tasting notes to explore.

The Glenlivet 15-Year-Old gets its distinctive rich and exotic character from a process of selective maturation, with a proportion of the spirit matured in French oak casks — The Glenlivet was one of the first to use French oak for making whisky. On the other hand, The Glenlivet 18-Year-Old is aged in a combination of cask types, including both first and second-fill American oak (for tropical fruitiness) and ex-sherry oak (for spicy complexity). The result is a single malt that is complex, yet elegant and balanced.

For interesting small-batch expressions, The Glenlivet Nàdurra range (nàdurra, meaning "natural" in Gaelic) is made using traditional 19th-century techniques.

But whisky lovers looking for the classic flavours of The Glenlivet will find them bound up in the creamy, smooth texture of Founder's Reserve — a drinkable tribute to the one who started it all.

"It's great to see the perception of whisky changing... We're finding there's an increase in women enjoying whisky, with more of a 50/50 split of men and women at our tastings."

WHISKY'S CALLING

Founder's Wakeup Call is the ultimate cocktail to start your night or liven up a long lunch. The ever-popular espresso martini is made here with the delicious creamy notes of the The Glenlivet Founder's Reserve.

FOUNDER'S WAKEUP CALL

40ml The Glenlivet Founder's Reserve
20ml coffee liqueur
20ml espresso coffee
Dash vanilla syrup

Fill a shaker with ice and add Founder's Reserve, liqueur and vanilla syrup. Shake and serve in coupette glasses with a garnish of grated dark chocolate.



5 TOP PLACES TO ENJOY WHISKY IN AUCKLAND

THE JEFFERSON

This underground speakeasy is Auckland's biggest whisky bar, with over 600 to choose from. It's a must for any whisky fan.



CARETAKER

This New York-style cocktail bar is fantastic for a delicious mixed drink, but also has a considerable whisky range to work your way through.



COLEY & PUNCH

Named in honour of famous London bartender, Ada Coleman, Coley & Punch boasts great cocktails and a collection of over 300 whiskies.



THE WHISKEY

With live music and an intimate space on the Ponsonby strip, The Whiskey offers a great night out as well as a tasty dram.



THE CORK

Home to over 100 whiskies from all over the world, Cork is an excellent venue to enjoy a dram — find it just off Ponsonby Rd on Mackelvie St.



THE GLENLIVET

theglenlivet.com