PRIVATE CELLAR

Introducing a Very Rare and Special Whisky
Private Cellar's Bottling of a 32-year-old Sherry Cask-aged Glenfiddich 1993

For many years, whisky has held a particular fascination for us. It is a spirit we have long admired, though our understanding has not, until now, matched the authority we bring to fine wine. Much has been written about the staggering investment potential of cask purchases, but we have never been entirely persuaded. For us, whisky is an exquisite product to be savoured with friends rather than stockpiled in the hope of a financial windfall.

Occasionally, taking one's time to understand a market's trajectory proves the wisest course. The extraordinary financial gains once touted in the whisky investment world fizzled away in 2022 when a cooler, more rational market returned. And with that return to sensibility comes opportunity: today feels a particularly good moment to venture into this category.

The softening of the market has encouraged the power houses that dominate Scotland's distilling landscape to seek new, more direct ways of reaching discerning drinkers – an evolution that has captured our imagination. We are fortunate to have a close relationship with William Grant & Sons, Scotland's largest family-owned whisky producer, whose annual turnover of more than £1.8 billion enables them to combine scale with traditional craftmanship. Over the years, our visits with their distillers and coopers have deepened our understanding of this spirit's great mysteries and opened discussions about how we might help them bring a small number of exceptionally rare bottlings to a new audience.



A Very Rare and Special Whisky

It is from this shared understanding – and shared respect for the history and craft behind this spirit – that our whisky offering now begins with this **32-year-old sherry cask-aged Glenfiddich 1993.**

This spirit has rested in the same sherry cask – number 29665 – in Warehouse 8 since its distillation 32 years ago. For a whisky to remain in its original cask for so long is rare as Sherry influence can sometimes overshadow a spirit's subtler characteristics. But when the stars align and balance is achieved, the results create a magical experience for the drinker: Glenfiddich's signature apples, pears and floral notes give way to deeper, richer flavours of dried fruit and Christmas pudding, unfolding layer upon layer across the palate.

Read on to uncover the story behind this rare whisky – and learn why it deserves a place in your collection.

Glenfiddich

William Grant & Sons

A family-owned business to this day, William Grant & Sons was founded in 1887 in Dufftown, in the heart of Speyside. Unlike Diageo and Pernot Ricard, who control half of the Scotch whisky market, William Grant remains proudly independent – and all the better for it. Private ownership allows the family to focus entirely on quality and without dividend-hungry external shareholders they can take a genuinely long term, craft driven view of their whisky.
We greatly admire their approach and are honoured to be working with them.





There is Glenfiddich and then there is *Glenfiddich*

Most whisky drinkers will know Glenfiddich as the Scotch that is sold from optics in the finest bars, clubs and restaurants worldwide: the best-selling single malt and the benchmark in the world of pouring whisky.

The Glenfiddich we are offering is something entirely different – one of the whisky world's best-kept secrets.

The Grant family still own the original warehouses that William Grant began building in 1887 beside the Robbie Dhu spring, in a beautiful and sparsely populated valley. This is where the term "malt" was first coined and remains the place where their oldest and rarest casks are matured. Glenfiddich means "valley of the deer" in Gaelic, a tribute reflected on every label to this day. It was a wild place, set well away from any corporate infrastructure and remains as unspoilt now as it was then.

In 1892, the Grants established the Balvenie Distillery directly alongside Glenfiddich. Today, forty-eight warehouses run in a neat line along the valley floor, surrounded by family-owned farmland that provides much of the barley for production. Nowhere in Scotland holds more malt whisky than this remarkable chain of warehouses, where more than 1.2 million casks of whisky rest quietly, patiently awaiting their moment to show their brilliance to an eager world.



A fascination grows

Private Cellar has been offered access to a very limited number of these casks – a rare privilege, and one we hope you will be as excited to explore as we are.

Our team has made several pilgrimages to the distillery, witnessing firsthand the remarkable sight of forty-three Swan neck copper stills quietly working their magic. We have walked the now-silent malting floors, dreamt a little in the magnificent warehouses, and even tried our hand at blending (a useful reminder to leave such things to the experts).

The stills themselves were handmade by William Grant's own coppersmiths, and the casks are crafted and maintained by the distillery's coopers. Every detail of production, from the fermenting barley to the finishing touches on the label, is overseen with meticulous care by a team of long-serving specialists, many of whom have been with the family for more than twenty-five years. The depth of knowledge contained within these modest, timeworn buildings is unparallelled.





The offer

We tasted many whiskies in search of one that is suitably unique, rare and compelling to merit bringing it to your attention. Early in that journey, we were shown a sample of **a sherry cask–aged Glenfiddich 1993** and after extensive comparative tasting, we are convinced that this is the whisky with which we should begin.

Over time, the angels' share has claimed more than we would like from our cask, and **only 135 bottles remain.** Glenfiddich's Master Blender, Brian Kinsman – who has nosed or sampled more than 250,000 casks during his 23 years with William Grant & Sons – oversaw the bottling for us at a natural cask strength of 57.2% abv. Like Brian, we think the quality of this bottling to be quite exceptional.

We will offer this rarity, bottle by bottle, to whisky lovers around the world at **£2,920 + VAT per bottle**, Duty paid. A considerable sum when set beside a bottle of our House Claret; less so when compared with its vinous equivalents – Romanée-Conti, for instance at £15,000 a bottle – and a positive bargain when compared to a more recent auction sale where a bottle of Macallan sold for just over £2 million. Please call us on 01353 721 999 to secure your allocation.

Being cask strength, this Glenfiddich benefits from a small splash of water. We estimate that a bottle will yield around twenty-eight generous drams, each one a genuine pleasure and a treat.

PRIVATE CELLAR

Glenfiddich

57 High Street, Wicken, Cambridgeshire CB7 5XR
T: 01353 721 999 | orders@privatecellar.co.uk