



Media release, 22 November 2017

Media corner at www.swissdeluxehotels.com/de/media

Media lunch at the Widder Hotel, Zurich: 12 noon on Wednesday, 22 November 2017

Glenfiddich Winter Storm – available exclusively at Swiss Deluxe Hotels

Zurich, 22 November 2017 – **The world-famous whisky brand Glenfiddich has joined forces with Swiss Deluxe Hotels to present the distillery’s latest innovation in its Experimental Series: Glenfiddich Winter Storm. In Switzerland, this limited-edition whisky is available only at Swiss Deluxe Hotels.**

To achieve the desired finish for the exclusive Winter Storm, Glenfiddich Malt Master Brian Kinsman uses ice wine casks from the Pellar Estate Winery in Canada’s Niagara municipality. He paid a visit to the magnificent vineyards in icy cold weather and learned how the grapes used to make the ice wine have to be picked at a temperature of -10°C by the light of the moon. Inspired by his experience, Brian Kinsman returned to the Glenfiddich Distillery in Dufftown, where he began to experiment with some Canadian ice wine casks. He filled them with Glenfiddich malts, which he allowed to mature further for up to six months.

“The only malts able to hold out against the additional intensity provided by the ice wine casks were our most exclusive whiskies – those aged at least 21 years,” says Brian Kinsman. Supplemented by tannins extracted from oak casks during many years of maturation, these single malts exhibit a unique note of fresh lychees instead of than being swamped by sweetness. The result is a perfect 21-year-old Glenfiddich.

Incomparable taste creations

Swiss Deluxe Hotels and Glenfiddich chose to launch Glenfiddich Winter Storm at an exclusive tasting courtesy of the new Widder Bar & Kitchen in Zurich. Glenfiddich brand ambassador Markus Heinze introduced the invited guests to the Experimental Series concept, while Tino Staub, executive chef of the new Widder Bar & Kitchen, delighted the assembled gathering with innovative gourmet creations and incomparable taste combinations. Following a ground-up reboot of the Widder Bar & Kitchen food concept, everything revolves around the topic of flavours. By means of “flavour IDs”, every dish and every beverage celebrate the chef’s devotion to aroma and taste. In terms of the flavour concept, the Glenfiddich Experimental Series presented Tino Staub with a particularly attractive challenge.

Winter Storm at the Swiss Deluxe Hotels

Glenfiddich Winter Storm may be enjoyed with immediate effect in the bars of numerous Swiss Deluxe Hotels. Immerse yourself in this mystical, centuries old whisky tradition and experience the smoothness of this exceptional creation from the House of Glenfiddich in one of the 42 Swiss Deluxe



Hotels.

Swiss Deluxe Hotels

The Swiss Deluxe Hotels association (SDH) was founded in 1934 and comprises 42 of the most renowned 5-star hotels in Switzerland such as The Dolder Grand and the Baur au Lac in Zurich, the Victoria-Jungfrau Grand Hotel & Spa in Interlaken, the Gstaad Palace, the Beau-Rivage Palace in Lausanne, Badrutt's Palace Hotel and the Kulm Hotel in St. Moritz, the Castello del Sole in Ascona and the Grand Hotel Les Trois Rois in Basel. They all represent the renown of the Swiss luxury hotel industry that they have decisively shaped for almost two centuries. With a total of 4,500 rooms and suites and around 8,500 beds, the Group accounts for over 40 percent of Switzerland's 5-star capacity. The SDH is therefore the most important association in this sector and has for decades assumed a leading role in the Swiss luxury hotel industry. The name "Swiss Deluxe Hotels" stands for exclusive quality and the highest standards. The personal service is unique: over 5,700 employees ensure the well-being of a clientele that is also used to luxury in service. Altogether the Group records around 1,147,000 overnight stays each year. Annual sales in 2016 came to around CHF 1.45 billion.

The figures are partly based on extrapolations of the entire Group of 42 Swiss Deluxe Hotels.

For further information, please contact:

Siro Barino, Managing Director, Swiss Deluxe Hotels
Kantonsstrasse 79, 8807 Freienbach
barino@swissdeluxe-hotels.com
Tel. +41 79 335 24 24

Stefan Mathys, Head of Media Relations, Swiss Deluxe Hotels
Kantonsstrasse 79, 8807 Freienbach
mathys@swissdeluxe-hotels.com
Tel. +41 79 227 98 31