01 / ORIGINS & PEOPLE

Glenfiddich

Dufftown, Speyside / Family roots and an experimental mind

William Grant began building Glenfiddich in 1886, choosing a valley supplied by the Robbie Dhu spring. Its first spirit flowed on Christmas Day 1887. The name recalls the valley and its deer. That beginning in production came before maturation could turn the spirit into whisky. [S01]



Ownership: Independent, family-owned William Grant & Sons. The neighboring Balvenie is a separate distillery within the same family company. [S02]

The skill behind the spirit

Brian Kinsman joined the business as a chemist in 1997, learning blending alongside David Stewart before becoming Glenfiddich's sixth Malt Master in 2009. His career connects analytical work with a sensory craft. Decisions about spirit and casks must serve a recognizable house character while leaving room for experiments that take years to develop. [S05]

A familiar name, a new look

The 2026 visual identity draws on archival typography, the family crest and the stag. It adds a design chapter to an ongoing distillery story. A changed bottle or label alone does not establish a changed recipe. The producer announced a global packaging rollout beginning in April. [S24]

Watercolors are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

A single malt keeps exploring



2010 / Snow Phoenix. Warehouse roofs collapse under heavy snow. Recovered casks inspire a special marriage whose identity is tied to that local event. [S26]

2016 / IPA Experiment. The Experimental Series brings bespoke beer-seasoned casks into whisky finishing. The collaboration works through the cask's previous contents. [S12]

2018 / Fire & Cane. Peated whisky meets rum-cask finishing in a release that places smoke and sweetness alongside the familiar Glenfiddich name. [S15]

2023 / Grand Yozakura. A 29-year-old malt meets Okinawan Awamori casks, taking inspiration from the Japanese tradition of viewing illuminated cherry blossom at night. [S20]

2026 / Another racing chapter. The Aston Martin Formula One partnership's second release pairs 16- and 19-year-old malts with different cask programmes. [S25]

Water, copper and working spaces

In a 2021 interview, Kinsman described Robbie Dhu water, wooden fermenters, small copper stills and an early, narrow spirit cut. He also described an on-site cooperage and coppersmith. These are concrete connections between place and process, read as dated production testimony rather than a new equipment audit. [S06]

Selected chapters; the website retains the complete chronology and qualifications.

03 / WHISKEY, STORIES & SOURCES

Copper, casks and curiosity

The 15-year-old illustrates how maturation and marrying can play different roles. Its current US description brings together whisky from bourbon, new-oak and sherry casks in the Solera Vat. The interest is in how mature components meet, not simply in listing their previous cask types. This is one expression's process, not a rule for the whole range. [S10]



Bourbon Barrel Reserve 14 offers a second comparison. Ex-bourbon maturation is followed by deeply charred new American oak. Previously used and newly charred wood therefore have separate jobs within the same whisky. Reading the sequence reveals more than treating every American-oak reference as identical. The stated treatment belongs to this named release. [S09]

Project XX began with twenty ambassadors choosing casks, but its wider release was more than that initial selection repeated unchanged. Participant Matthew Fergusson-Stewart recalled Kinsman rebuilding the prototype's aroma for production. His account makes a revealing distinction: reproducing a whisky's character can require judgment beyond copying its first recipe. [S13]

Research notes & linked sources

Researched October 20, 2026. The website retains the full chronology, sources and qualifications. Specifications belong to named releases and markets. Watercolors are symbolic interpretations, not exact buildings, equipment or portraits.

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