



CHIVAS REGAL



CHIVAS REGAL IS THE WORLD'S FIRST LUXURY WHISKY

It was in the mid-19th Century that two brothers from Aberdeen, James and John Chivas, became blending pioneers by combining different matured whiskies to create the unique House of Chivas character.

James Chivas knew the value of maturing Scotch whisky and blending together whiskies to craft a smoother, more consistent and generous taste profile – setting a standard that would be handed down through generations.

In 1909, Chivas Brothers made distilling history by creating the world's first luxury Scotch whisky – a 25 year old blend called Chivas Regal. This sophisticated whisky took America by storm and went on to become an international success.

Today, the guardian of Chivas Regal is Director of Blending, Sandy Hyslop, who works with his expert blending team, and alongside Custodian Master Blender, Colin Scott, to maintain the consistency, quality and inimitable style of Chivas Regal.

Strathisla, the spiritual home of Chivas Regal, is the oldest working distillery in the Scottish Highlands, dating back to 1786.

CHIVAS REGAL CORE RANGE

Each Chivas Regal whisky has its own unique style, based on the careful selection of aged whiskies that make up the blend. The Strathisla single malt, from Speyside, is found at the heart of each and every Chivas blend, giving our whiskies their signature smoothness, richness and fruity character.



Chivas Regal 12 Year Old: A smooth, rich, generous whisky with a distinctive taste, balancing style with substance and tradition with a modern twist. Perfect for mixing in cocktails.



Chivas Regal Extra: Created using selectively blended whiskies matured in sherry casks, this expression promises an extra rich and generous Scotch whisky experience.



Chivas Regal Mizunara: The result of collaboration between two whisky-loving nations - Scotland and Japan - Chivas Regal Mizunara is the world's first Scotch whisky to be selectively finished in sought-after Japanese Mizunara oak casks, resulting in a complex Scotch with a distinctive spicy finish.



Chivas Regal 18 Year Old: A uniquely rich and multi-layered blend created by Custodian Master Blender, Colin Scott, and crafted using malt and grain whiskies from distilleries all over Scotland. Chivas Regal 18 rewards the senses with 85 unique flavour notes in every drop.



Chivas Regal Ultis: The first blended malt Scotch whisky from the House of Chivas, crafted using five of Chivas' most precious single malts. Ultis celebrates the five generations of Chivas Regal Master Blenders and the style, quality and diversity of whisky-making in the revered Speyside region.



Chivas Regal 25 Year Old: First launched in 1909, Chivas 25 was the world's first luxury whisky. Reimagined in 2007 by Custodian Master Blender, Colin Scott, and blended in the same style as the original masterpiece, the expression combines fine and rare Scotch whiskies, with the youngest in the blend having been aged for over a quarter of a century.



Chivas Regal The Icon: The pinnacle of the House of Chivas, Chivas Regal The Icon is a deep and complex blend of more than 20 of Scotland's rarest whiskies, some from distilleries now lost forever. Presented in a hand-blown Dartington Crystal decanter, The Icon is a symbol of luxury for a new era, and a celebration of over 200 years of craft and excellence.

KEY CAMPAIGNS

At the heart of Chivas Regal's history is a combination of entrepreneurial thinking and generosity. Founders James and John Chivas believed success was much richer when shared with others and showcased a spirit of collaboration and generosity that is instilled in the brand values of Chivas Regal today.



Win the Right Way: A global campaign featuring Hollywood actors Don Cheadle, Javier Bardem and Chris Evans, this is a rallying cry against solitary achievement and a demonstration of the power of shared success.



#BarStraws Following a pledge by Chivas Regal to stop using single-use plastic straws and stirrers in over 100 countries, #BarStraws urges cocktail lovers and bars worldwide to show their support in protecting the ocean from plastic by barring straws from their drinks.



The Chivas Venture: With \$1 million in funding each year, the Chivas Venture is a global search to find and support the next generation of startups that want to succeed while changing the world for the better.



The Chivas Masters: An annual global competition celebrating the bartenders who demonstrate Chivas Regal's values of collaboration, community and generosity.

COMMERCIAL PERFORMANCE

- Chivas Regal is sold in more than 100 markets across Europe, Asia Pacific and the Americas, and sold 4.2million 9L cases in the year ending June 2017.
- Chivas Regal is:
 - The world's No.3 Scotch whisky by volume.
 - The No.1 super premium+ Scotch whisky in Europe.
 - The No.1 super premium+ Scotch whisky in the UK and India (amongst others).
 - The No.1 super premium+ whisky in Japan.
 - The No.1 Scotch whisky in China.

RECENT AWARDS



- Chivas Regal Ultis – Trophy – Blended Scotch Whisky – No Age Statement – International Spirits Challenge 2017.
- Chivas Regal Extra – Gold – Scotch Whisky Blend Non Age Statement – The Asian Spirits Masters 2017.
- Chivas Regal 18 Year Old – Gold – Scotch Whisky Blend Aged 13-18 Year Old – The Scotch Whisky Masters 2017.