

GLENMORANGIE
SINGLE MALT SCOTCH WHISKY

BRAND HISTORY | BRAND OFFERINGS | COMPETITOR ANALYSIS | CONSUMER RESEARCH | MARKET RESEARCH

GLENMORANGIE WHISKEY

Crafted by the Sixteen Men of Tain



THE STORY OF GLENMORANGIE SINGLE MALT WHISKEY

Crafted with unparalleled care in the Scottish Highlands, Glenmorangie embodies over 175 years of whisky-making tradition. Distilled in the tallest stills in Scotland, its smooth, velvety flavors unfold in layers of rich, complex sweetness. With every sip, you experience the perfect balance between heritage and innovation—crafted by the legendary Sixteen Men of Tain, built to last.

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EXECUTIVE SUMMARY



This presentation highlights Glenmorangie's journey as a luxury whisky brand renowned for its commitment to **quality, craftsmanship, and innovation** since 1843. It covers key milestones, brand values, and marketing efforts that have solidified its reputation among premium whisky consumers. A strategic analysis, identifies Glenmorangie's strengths in **brand loyalty and product quality**, while addressing the gap of catering to Gen Z consumers and storytelling, by leveraging the brand's strengths.

OUR STORY

In the quiet Highlands of Scotland, Glenmorangie began its journey in 1843, with a commitment to craft a whisky like no other. Using Scotland's tallest stills, we capture only the purest spirit, creating a delicate balance of flavors. Aged in the finest oak casks, each bottle reflects our dedication to quality and craftsmanship. With innovation at our core, Glenmorangie continues to push the boundaries of single malt whisky, honoring our heritage while shaping the future.



CRAFTED BY THE SIXTEEN MEN OF TAIN

Since 1843, the "Sixteen Men of Tain" have dedicated their skills to handcrafting Glenmorangie whisky, ensuring that each bottle embodies centuries of Highland tradition.

1843

GEOGRAPHY OF THE BUSINESS



Single Malt Whiskey

**PRODUCED IN SCOTTISH
HIGHLANDS**

Farmer William Matheson and his wife Anne followed their dreams and founded the Glenmorangie Distillery in 1843.

CHEIF EXECUTIVE OFFICER



L-R: Outgoing CEO Thomas Moradpour and new CEO Caspar MacRae

THE GLENMORANGIE TIMELINE

1843



1843 1887 1918 1977 1990s 2004 2021 2023

In 1843, William Matheson, a visionary entrepreneur, founded Glenmorangie Distillery on Morangie Farm in the town of Tain. Matheson sought to create a whisky of unparalleled smoothness and elegance. He repurposed gin stills—tall and elegant, unlike the squat whisky stills commonly used in Scotland. These stills, standing at 26 feet 3 inches, are the tallest in Scotland and have become synonymous with the light, smooth texture that defines Glenmorangie whisky.

Matheson's use of the Tarlogie Springs, whose mineral-rich waters contribute to the whisky's distinctive flavor, began a tradition of marrying nature and craft. His dedication to selecting only the finest ingredients and methods established Glenmorangie as a whisky that stood apart from the rest.

THE GLENMORANGIE TIMELINE

1887



1843 1887 1918 1977 1990s 2004 2021 2023

By 1887, the success of Glenmorangie prompted its formal organization into "The Glenmorangie Distillery Company." At the heart of this transition were Roderick Macdonald and Alexander Muir, partners from Macdonald & Muir, who recognized the potential of the distillery to achieve greater commercial success. This incorporation marked the beginning of Glenmorangie's transformation from a relatively small Highland distillery into a larger operation with a national and, eventually, international footprint.

The decision to modernize production facilities while maintaining traditional distillation methods proved vital in sustaining Glenmorangie's reputation as a producer of high-quality whisky. Their commitment to tradition and innovation created a foundation that allowed the brand to flourish well into the 20th century

THE GLENMORANGIE TIMELINE



1843 1887 **1918** 1977 1990s 2004 2021 2023

In 1918, Macdonald & Muir fully acquired the Glenmorangie Distillery. Under the guidance of the Mackenzie family, particularly Duncan Mackenzie, the distillery maintained its reputation for quality while expanding to meet growing demand. This era saw Glenmorangie consolidate its position as a respected name in whisky, continuing to innovate while honoring its Highland roots.

1918

THE GLENMORANGIE TIMELINE



1843 1887 1918 **1977** 1990s 2004 2021 2023

1977

By the late 1970s, Glenmorangie began to push beyond the borders of Scotland, driven by the efforts of the Macdonald family. The rise of whisky as a premium export and the global appreciation for Scotch led Glenmorangie to target international markets. The distillery embarked on significant marketing campaigns to introduce its distinctive Highland single malt to Europe, North America, and Asia.

As the world became more open to Scotch whisky, Glenmorangie's reputation for crafting smooth, elegant whisky allowed it to establish a firm foothold among whisky enthusiasts and collectors alike. This marked the beginning of Glenmorangie's rise to international prominence.

THE GLENMORANGIE TIMELINE

1990s



1843 1887 1918 1977 **1990s** 2004 2021 2023

The 1990s marked a revolutionary period in Glenmorangie's history. Led by its Master Distiller, Dr. Bill Lumsden, the distillery pioneered the technique of wood finishing, a method of aging whisky in barrels that had previously been used for other spirits such as sherry, port, and fine wines. This innovative approach allowed Glenmorangie to create new expressions with unique flavor profiles.

The wood-finishing technique resulted in the creation of now-famous expressions like Glenmorangie Quinta Ruban, Glenmorangie Lasanta, and Nectar d'Or. These new offerings appealed to whisky lovers seeking richer, more complex flavors, establishing Glenmorangie as a leader in whisky innovation.

THE GLENMORANGIE TIMELINE



2004

1843 1887 1918 1977 1990s **2004** 2021 2023

In 2004, Glenmorangie was acquired by LVMH (Louis Vuitton Moët Hennessy), marking its entry into the world of luxury brands. LVMH, known for its portfolio of high-end products, saw Glenmorangie as a perfect fit for its luxury spirits division. The acquisition allowed Glenmorangie to expand its distribution, increase its brand presence in emerging markets, and invest in further innovation and quality control.

With LVMH's backing, Glenmorangie retained its identity as a premium single malt whisky while also becoming synonymous with luxury and sophistication on the global stage.

THE GLENMORANGIE TIMELINE

2021



1843 1887 1918 1977 1990s 2004 **2021** 2023

In 2023, Glenmorangie celebrated 180 years of whisky-making excellence. The brand hosted a series of global events and launched limited-edition expressions to mark this significant milestone. From its humble beginnings in 1843 to its current status as a luxury brand, Glenmorangie has stayed true to the values of quality, craftsmanship, and innovation.

The 180th anniversary serves as a testament to Glenmorangie's enduring legacy, a whisky loved by connoisseurs and collectors around the world. The distillery continues to push the boundaries of what whisky can be, while always honoring the traditions established by William Matheson nearly two centuries ago.

THE GLENMORANGIE TIMELINE

2023



1843 1887 1918 1977 1990s 2004 2021 2023

In 2021, Glenmorangie unveiled the Lighthouse Innovation Distillery, a cutting-edge facility dedicated to experimentation and creativity. Designed to push the boundaries of whisky-making, the Lighthouse allows Glenmorangie's master distillers to explore new techniques, grains, and distillation methods.

With this state-of-the-art facility, Glenmorangie signaled its intention to continue innovating while remaining firmly rooted in its long-standing traditions. The Lighthouse symbolizes the distillery's forward-thinking approach and its desire to create the next generation of exceptional whiskies.

BESTSELLER

THE TASTING NOTES

COLOUR

Bright Gold

TASTE

Vanilla emerges, then gives way to a burst of flowery fruitiness.

AROMA

Citrus and ripening peaches are balanced by vanilla softness.

FINISH

The surprisingly lingering aftertaste, is bursting with almond, coconut, and a touch of maple syrup. Truly delicious!



FEATURED FLAVORS

IT'S KIND OF

DELICIOUS

AND WONDERFUL



MADE FOR MIXING

GLENMORANGIE CADBOLL ESTATE BATCH 4

FROM FIELD TO GLASS

GLENMORANGIE TRIPLE CASK RESERVE

TRIPLE MATURED, WONDERFULLY DELICIOUS

X BY GLENMORANGIE

MADE FOR MIXING

PRODUCT PRICING

GLENMORANGIE
19 YEARS OLD



ABV: 43.0% | VOLUME: 70CL

£144.00

GLENMORANGIE
THE NECTAR 16
YEARS OLD



ABV: 46.0% | VOLUME: 70CL

£79.00

GLENMORANGIE
TRIPLE CASK
RESERVE



ABV: 40.0% | VOLUME: 70CL

£33.00

GLENMORANGIE
SIGNET RESERVE



ABV: 46.0% | VOLUME: 70CL

£345.00

COMPETITOR ANALYSIS

	 GLENMORANGIE <small>SINGLE MALT SCOTCH WHISKY</small>	LAPHROAIG [®]	THE GLENLIVET	 CHIVAS
Brand Heritage	Established in 1843, known for innovative approaches and premium Scotch craftsmanship.	Established in 1824, a pioneer in the legal distillation of single malts in Scotland.	Founded in 1815, iconic for its rich Islay history and traditional methods.	Founded in 1801, famous for blending heritage and consistency in Scotch whisky.
Flavor Profile	Smooth, complex with notes of vanilla, citrus, and almonds. Often experimental with cask finishes.	Light, floral, and fruity with hints of honey and apple. Easy to approach for new drinkers.	Bold, heavily peated, and smoky with seaweed, medicinal notes. Known for intense flavors.	Rich, smooth, and balanced with fruity and nutty flavors. A more accessible blended whisky.
Distillation Process	Uses tall, slender stills to ensure a smooth, light character in their whisky.	Utilizes traditional pot stills, focusing on consistency and a balanced flavor profile.	Uses traditional small copper stills, known for creating rich and smoky Islay malt.	Blends malt and grain whisky from multiple distilleries, creating a balanced, harmonious product.
Aging Process	Aged in American oak barrels, often finished in various cask types like wine, sherry, and port.	Primarily aged in American oak barrels, producing a light, fruity character.	Aged in ex-bourbon barrels with some limited-edition cask finishes.	Aged in American and European oak casks, ensuring smoothness across its blends.
Price Range	Premium, starting at around \$45 and reaching \$200+ for special editions.	Moderate, usually ranging between \$40 and \$100.	Moderate to premium, ranging from \$50 to \$120.	Moderate to premium, starting at around \$35 and going up to \$150+ for higher-end blends.

PEST ANALYSIS

PEST

P Political

- Import tariffs in key markets may affect pricing strategies.
- Regulations on alcohol advertising influence brand outreach approaches.

E Economic

- Inflation may shift consumer spending, impacting premium product demand.
- Currency fluctuations affect profitability in global markets.

S Social

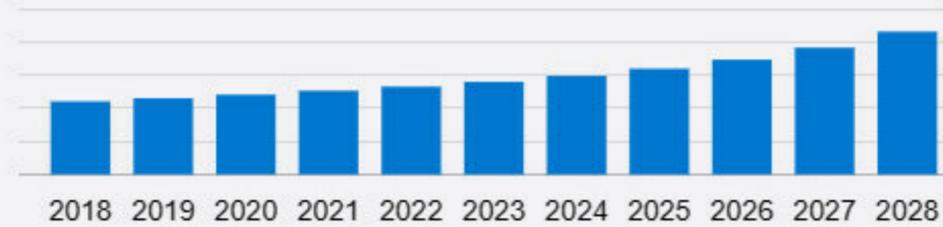
- Growing demand for sustainable products drives eco-friendly packaging initiatives.
- Increased preference for artisanal and craft spirits aligns with Glenmorangie's heritage story.

T Technological

- Social media algorithms and analytics support targeted brand marketing.
- Innovations in aging technology provide potential for exclusive, limited-edition releases.

Global Scotch Whisky Market 2024-2028

Market Size Outlook (USD Billion)



2018 : 22.03

6.33%
Year-over-Year growth rate of 2024

9.03%
CAGR 2023-2028

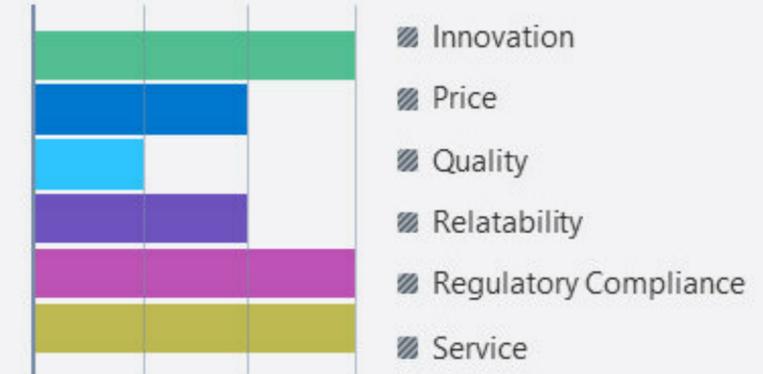
ACCELERATING
Growth Momentum

USD 15.11 Bn
Market size growth
2023 2028

CUSTOMER LANDSCAPE

- Drivers of price sensitivity
- Adoption lifecycle
- Importance in the customer purchase basket
- Adoption rates
- Key purchase criteria

Key purchase criteria



Drivers of price sensitivity

Driver	Impact
Purchases are undifferentiated	Low
Purchase is a key cost to the buyer	Low
Quality is not important	Low
Price Sensitivity	High

Adoption lifecycle



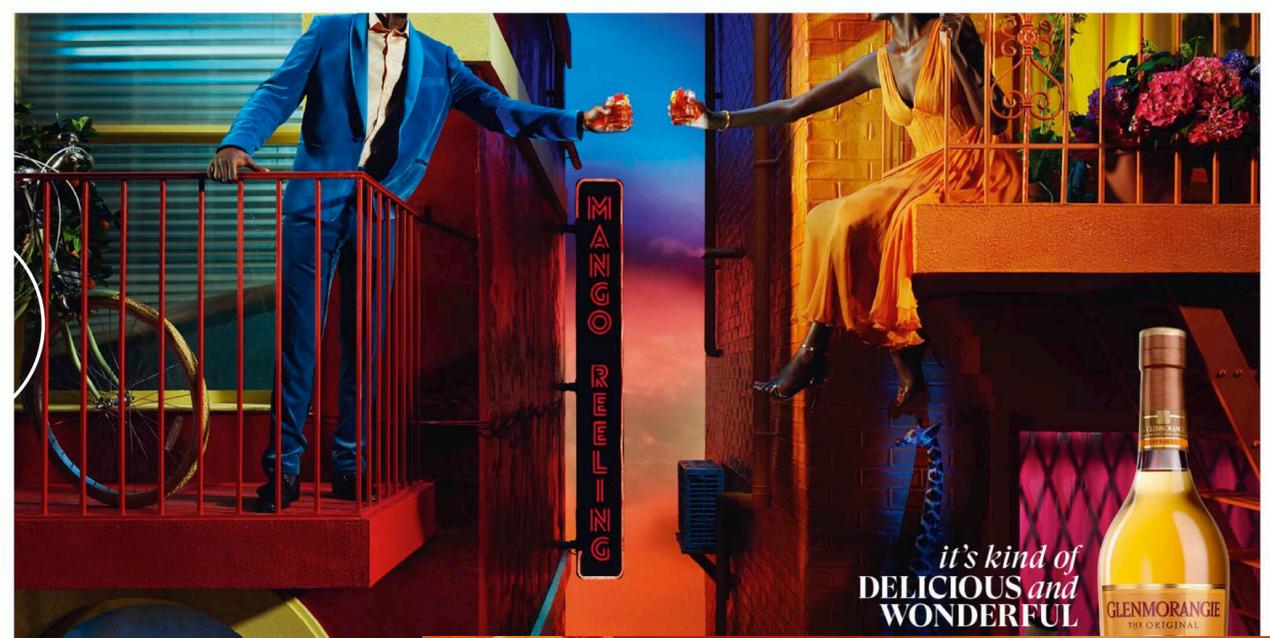
17000+ Reports covering niche topics. Read them at [technavio](#)

UNDERSTANDING GLENMORANGIE CONSUMERS

- Over 75% of Glenmorangie consumers seek premium quality and innovation.
- Luxury-driven purchasing behaviors dominate 60% of the market.
- Brand loyalty is 3x higher for Glenmorangie compared to competing brands.

(LVMH, 2022; Forbes, 2021)
<https://www.glenmorangie.com/en-us>

01

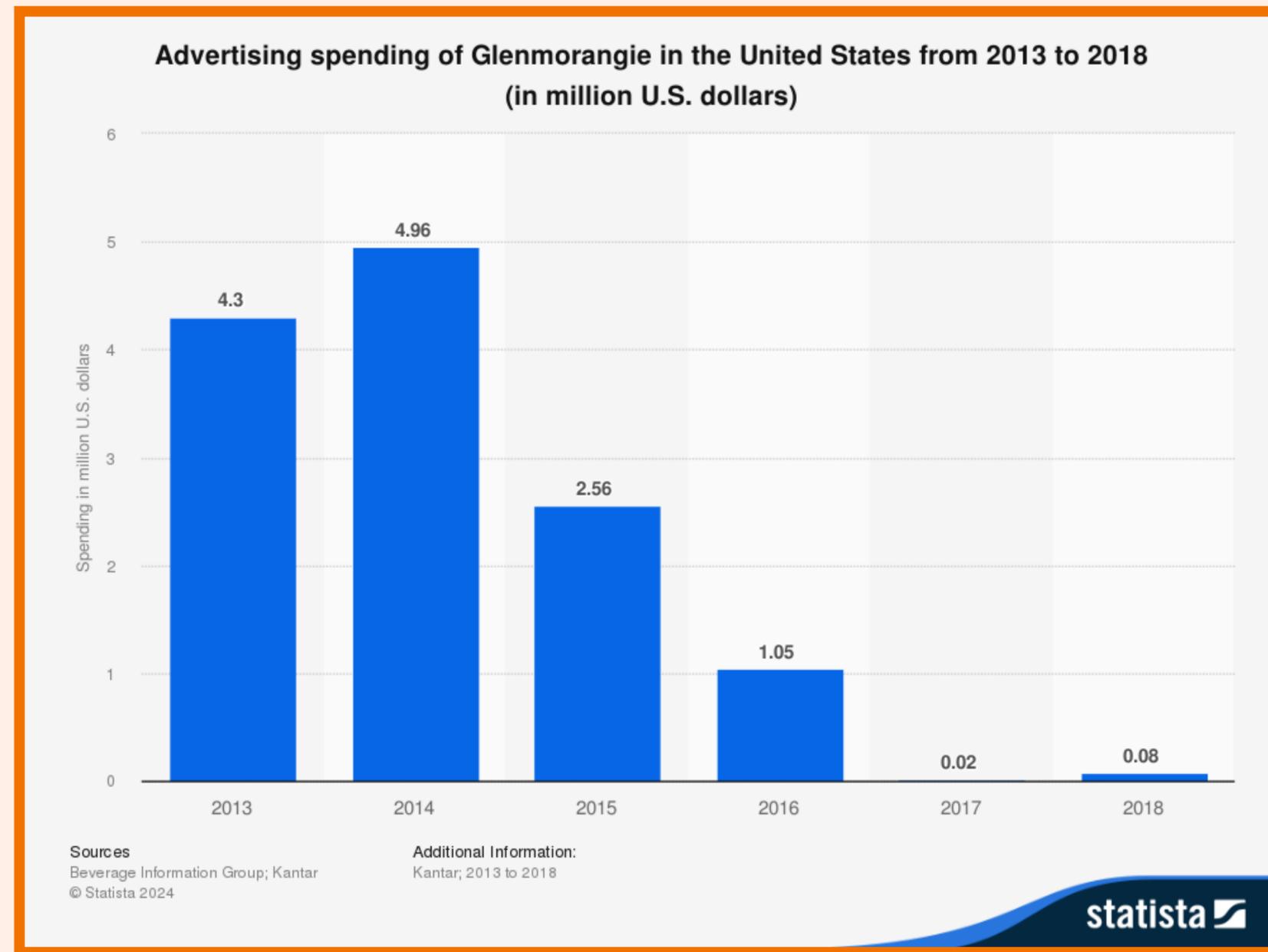


02



03

MARKETING STRATEGIES



Source: Statista

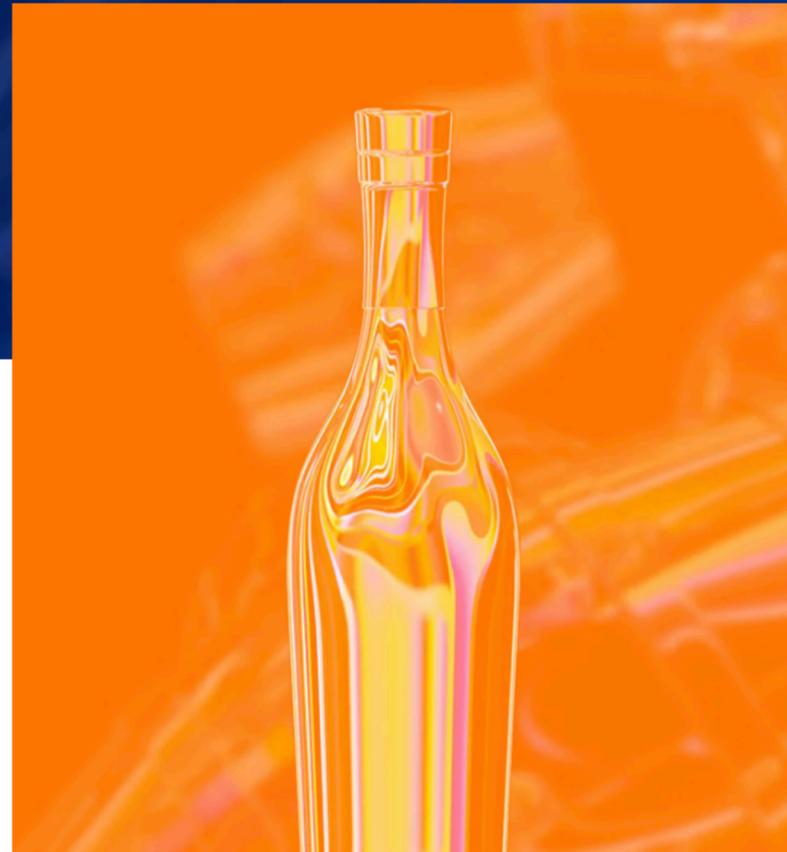
The chart displays Glenmorangie's advertising spending in the United States from 2013 to 2018, showing a significant decline from a peak of \$4.96 million in 2014 to only \$0.08 million by 2018. This trend suggests a reduction in Glenmorangie's U.S. marketing investments over the years.

MARKETING STRATEGIES



RARE & EXCLUSIVE

Access to some of the rarest, most exclusive whiskies ever created.



PRIORITY ACCESS

Be the first in queue at the launch of new releases and limited edition.



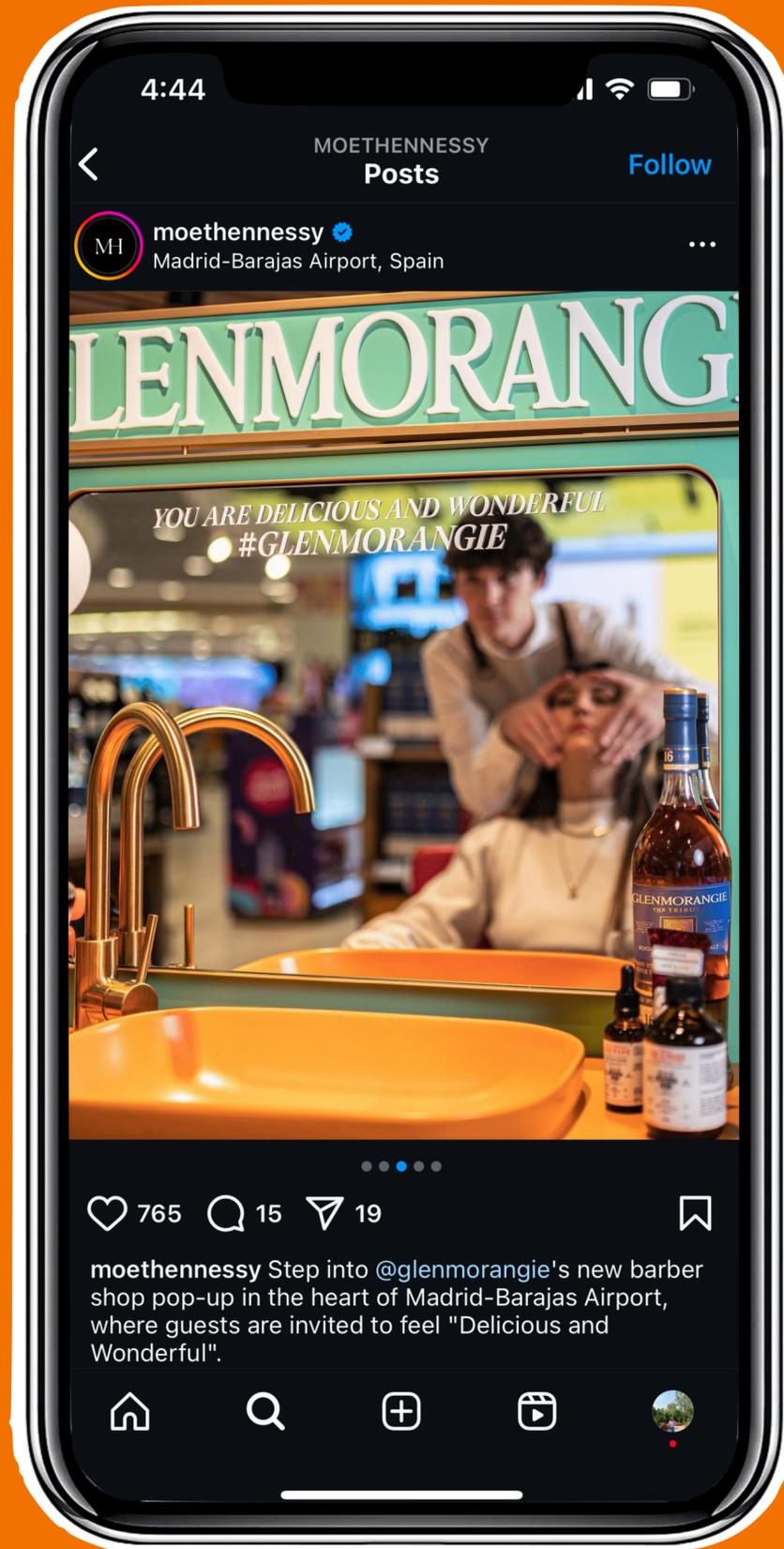
EXCLUSIVE EXPERIENCES

Be part of member-only events, experiences, and competitions.



FIRST TO KNOW

Any news or updates from Glenmorangie Distillery? You'll be the first to hear about it.



GLENMORANGIE



POP UP

GLENMORANGIE

SINGLE MALT SCOTCH WHISKY

Marketing Goal & Objective

BRAND AWARENESS

ENGAGEMENT

SALES GROWTH

- Create Engaging Influencer Marketing.
- Increase visibility on social media through a cohesive campaign.
- Leverage Northern Lights theme to attract Gen Z and millennials.
- Create a sensory journey that connects emotionally with luxury consumers.

SWOT ANALYSIS

- Extensive product range catering to diverse flavor preferences.
- Long-standing expertise in whisky craftsmanship and aging processes.
- Strong association with Scottish heritage, adding authenticity and appeal.
- Expanding into experiential events, like tasting and VIP events, to engage high-end consumers.
- Collaborations with luxury lifestyle brands to enhance brand presence.
- Growing demand for collectible, limited-edition whiskies offers product innovation potential.

SWOT

- Premium pricing limits accessibility to broader consumer segments.
- Dependence on traditional marketing channels; minimal engagement in influencer marketing.
- Limited adaptability to rapidly changing consumer preferences.
- Economic downturns may affect demand for premium spirits.
- Growing health-consciousness could reduce alcohol consumption in key markets.
- Emergence of new technologies in distillation by competitors enhances market rivalry.

AUDIENCE

DIVERSIFYING THE SEGMENTS

SEGMENTATION

REGION

GEOGRAPHIC SEGMENTATION

FINLAND
NEW YORK
UNITED KINGDOM
OSLO
SWEDEN

Sophisticated urban centers where luxury products thrive, such as New York, London, Tokyo, and Oslo. Northern European regions may also be of interest due to a strong cultural connection to the Northern Lights, enhancing storytelling resonance.

LIFESTYLE

PSYCHOGRAPHIC SEGMENTATION

Adventure-driven individuals who love nature and the extraordinary. These are people who actively seek out rare experiences, from seeing the Northern Lights to enjoying exclusive gatherings.

VALUES

PSYCHOGRAPHIC SEGMENTATION

AUTHENTICITY BLEND TRADITION WITH
NEW, EXCITING NARRATIVES
ARTISINAL CRAFTSMANSHIP FOCUSES QUALITY
HERITAGE

STORYTELLING ENTHUSIASTS

EXPERIENTIAL SEGMENTATION

Individuals who enjoy products that tell a unique story; this group resonates with Glenmorangie Northern Lights' blend of mysticism, nature, and luxury, viewing whisky as a shared narrative rather than a simple beverage.

SEGMENTATION-TARGETING-POSITIONING

SEGMENTATION

- **Primary:** Millennials and Gen Z valuing aesthetics, storytelling, and authenticity.
- **Secondary:** Collectors and connoisseurs attracted to rare, visually captivating editions.

For modern whisky enthusiasts, Glenmorangie Northern Lights offers a premium, sensory experience, inspired by the Aurora Borealis, blending artisanal quality with a celebration of nature.

TARGETING

POSITIONING

- **Demographic:** Ages 25-38, upper-middle/high-income, luxury-seeking professionals.
- **Geographic:** Urban luxury hubs (e.g., New York, London, Tokyo), cooler climates.
- **Psychographic:** Adventurous, experience-driven, values authenticity and quality.
- **Behavioral:** Moderate-to-heavy consumers; seeks premium, immersive experiences.

Prototype - "Alexander"

Luxury Whisky Aficionado, Entrepreneur



Age: 35-50

Income: \$200,000+ per year

Occupation: High-level executive or self-made entrepreneur

Location: Urban areas, with interest in luxury and experiential events

IDEAL CONSUMER PROFILE

Psychographics

Education: Often holds an MBA or a degree in a creative/strategic field

Decision Making: Values authenticity, quality, and exclusivity; prefers brands with heritage and craftsmanship

Interests: Fine dining, travel, art collections, and luxury experiences

Behavioral

Media Consumption: Follows platforms like *Robb Report*, *GQ*, *Luxury Lifestyle Magazine*

Social Media: Engages on Instagram, particularly with luxury and lifestyle influencers

Lifestyle: Enjoys attending exclusive tasting events and immersive brand experiences

Environment

Technology Savvy: Comfortable with high-end e-commerce; prefers digital convenience with a personal touch

Buying Power: High disposable income, often purchases luxury items on a whim

Purchasing Motivation: Seeks unique, limited-edition products that offer a story or experience

Prototype - "Dev"

Luxury Whisky Aficionado, Entrepreneur



Age: 22

Income: \$75,000 - \$100,000 per year

Occupation: Freelance Art Director and Digital Content Creator

Location: Brooklyn, New York

IDEAL CONSUMER PROFILE

Psychographics

Education: Holds a degree in a creative field, like digital media or art direction, with some strategic/business training.

Decision-Making: Values authenticity, uniqueness, and craftsmanship. Seeks brands that tell a story and have an artisanal quality.

Interests: Passionate about immersive experiences, art, culture, and trendy dining spots. Regularly explores unique events and creative gatherings.

Behavioral

Media Consumption: Follows creative and lifestyle-focused platforms like *Highsnobiety*, *Hypebeast*, and *Dazed*.

Social Media: Active on Instagram and TikTok, following lifestyle and culture influencers. Engages with content that is aesthetically appealing and experiential.

Lifestyle: Enjoys attending exclusive pop-ups, gallery openings, and tastings. Prefers personalized and memorable brand encounters.

Environment

Technology Savvy: Highly digital, embraces online shopping but prefers brands that add a personal touch to the experience.

Buying Power: Medium-to-high disposable income, with selective spending on quality, limited-edition items.

Purchasing Motivation: Attracted to products that offer a unique, curated experience or limited availability, aligning with his lifestyle and social persona.

PRODUCT LAUNCH

GLENMORANGIE AURORA BLEND



AI Generated

ABV: 46.0% | VOLUME: 12 OZ

FLAVOR PROFILE: Wild berries, hints of smoked cedar, and a touch of vanilla bean.

GLENMORANGIE BOREAL SMOKE



AI Generated

ABV: 48.0% | VOLUME: 12 OZ

FLAVOR PROFILE: Peated smoke with herbal undertones and a whisper of roasted almonds.

GLENMORANGIE ARCTIC GLOW



AI Generated

ABV: 45.0% | VOLUME: 12 OZ

FLAVOR PROFILE: Zesty citrus, mellow caramel, and a subtle infusion of wild juniper.

TIME PLANNING

AUG 2024
WEEK 2

Product Development & Teaser Phase

AUG 2024
WEEK 3 & 4

Awareness Building



Countdown to Launch

SEPT 2024
1ST OF
SEPTEMBER

AUROLA

Product Launch Month

OCT 2024

AWAKENS

Sustained Engagement and Post-Launch Push

Social Media Teaser Campaign (Platforms: Instagram, Facebook, Twitter)

Visual: Dark, ethereal colors resembling the Northern Lights slowly move across the screen, with flashes of Glenmorangie's signature logo subtly appearing and disappearing in misty overlays. (Reel)

Caption: "Can you taste the lights? Coming soon... #MysteryUnveiled #NorthernLights"

Visual: A shadowed outline of the bottle with shimmering lights just beyond it, giving viewers only the vaguest hint of the shape. (Story)

Caption: "A legend reimagined. Soon. #Glenmorangie"

Twitter Posts with short, enigmatic captions (e.g., "Something mystical is on the horizon...").

AUGUST WEEK 2

DETAILED MONTHLY PLAN

AUGUST WEEK 3

Social Media Expansion (Platforms: Instagram, Facebook, YouTube, TikTok)

Instagram Carousels & TikTok Videos:

Gradually reveal the bottle's features (label, glass design) in visually engaging 10–15 second clips with captions like, "A taste as mysterious as the night sky."

Facebook Stories:

15-second videos blend whisky pouring with Northern Lights visuals, highlighting heritage with captions like, "A legacy that shines as bright as the lights."

YouTube Promo Video:

Short, immersive 15–20 second promo showing distillation and Northern Lights visuals, paired with ambient music for intrigue.

Countdown Campaign on Social Media (Platforms: Instagram, Twitter, Facebook)

Content:

Daily countdown stories with immersive visuals showing "9 days left," "8 days left," leading to the launch.

Instagram Reel revealing the entire bottle slowly over the countdown week, enticing viewers with visuals, sound design, and hints of flavor notes.

Facebook Event Creation for the launch day event with engaging visuals of the night sky.

AUGUST WEEK 4

INFLUENCER PROFILE



Emma Louise Connolly (@emmalouiseconnolly)

Fashion & Lifestyle Influencer with a Sophisticated Audience

Shares Teaser Stories and Mysterious Posts Featuring Keywords Like “Northern Lights” To Create Intrigue.



The Whiskey Vault (@WhiskeyVault)

YouTuber

Tasting Review Highlighting the Flavor Profile, Craftsmanship, and Packaging.



Alice Tate

Luxury Travel and Lifestyle Influencer

Posts Stories Linking the Product With Travel Experiences.

DETAILED MONTHLY PLAN

Glenmorangie Northern Lights Launch - September



AI Generated

Launch Date: 1st of September

Venue: Rooftop lounge in Reykjavik, Iceland, with an open view of the Northern Lights—capturing the spirit of the product.

• Interactive Installations

Northern Lights Visuals: Full-room projections and ambient soundscapes simulating the Aurora Borealis.

Tasting Bars: Interactive tasting stations for guests to sample the three distinct Northern Lights-inspired flavors with pairing notes.

• Social Media & Digital Activation

Branded Hashtag: #GlenmorangieNorthernLights for user-generated content.

Live Coverage: Influencer-led Instagram Live tours, stories, and exclusive reel content to amplify launch reach.

Virtual Experience: 360-degree video for global followers, offering an immersive look into the launch event.

• Exclusive Souvenirs

Branded Glassware: Limited-edition Glenmorangie glasses etched with the Northern Lights pattern.

Gift Kits: Includes engraved whiskey stones and mini bottle samples as event mementos.

VIP INVITEE



Emma Chamberlain

Content Creator and Entrepreneur

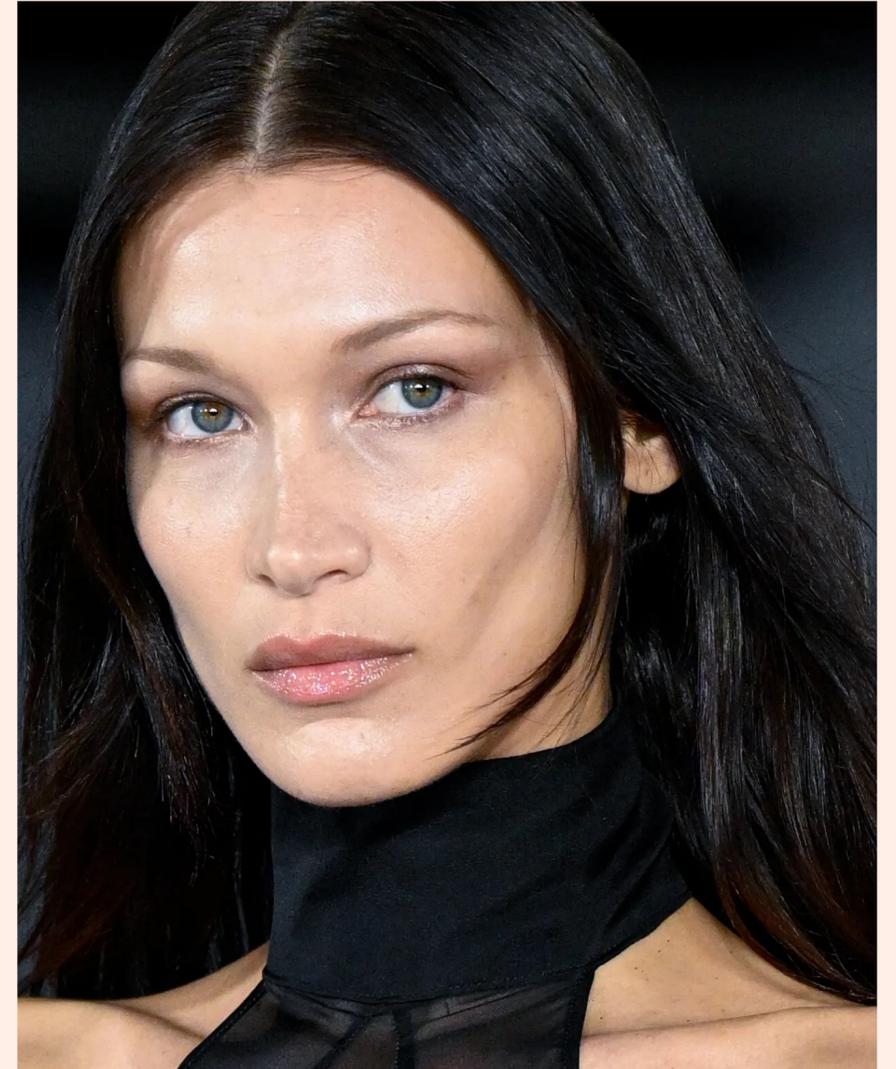
Known for her influence on Gen Z and Millennials, Emma has proven successful in redefining the high-end lifestyle space, appealing to a broad audience that increasingly seeks premium experiences



David Beckham

Global Sports Icon and Philanthropist

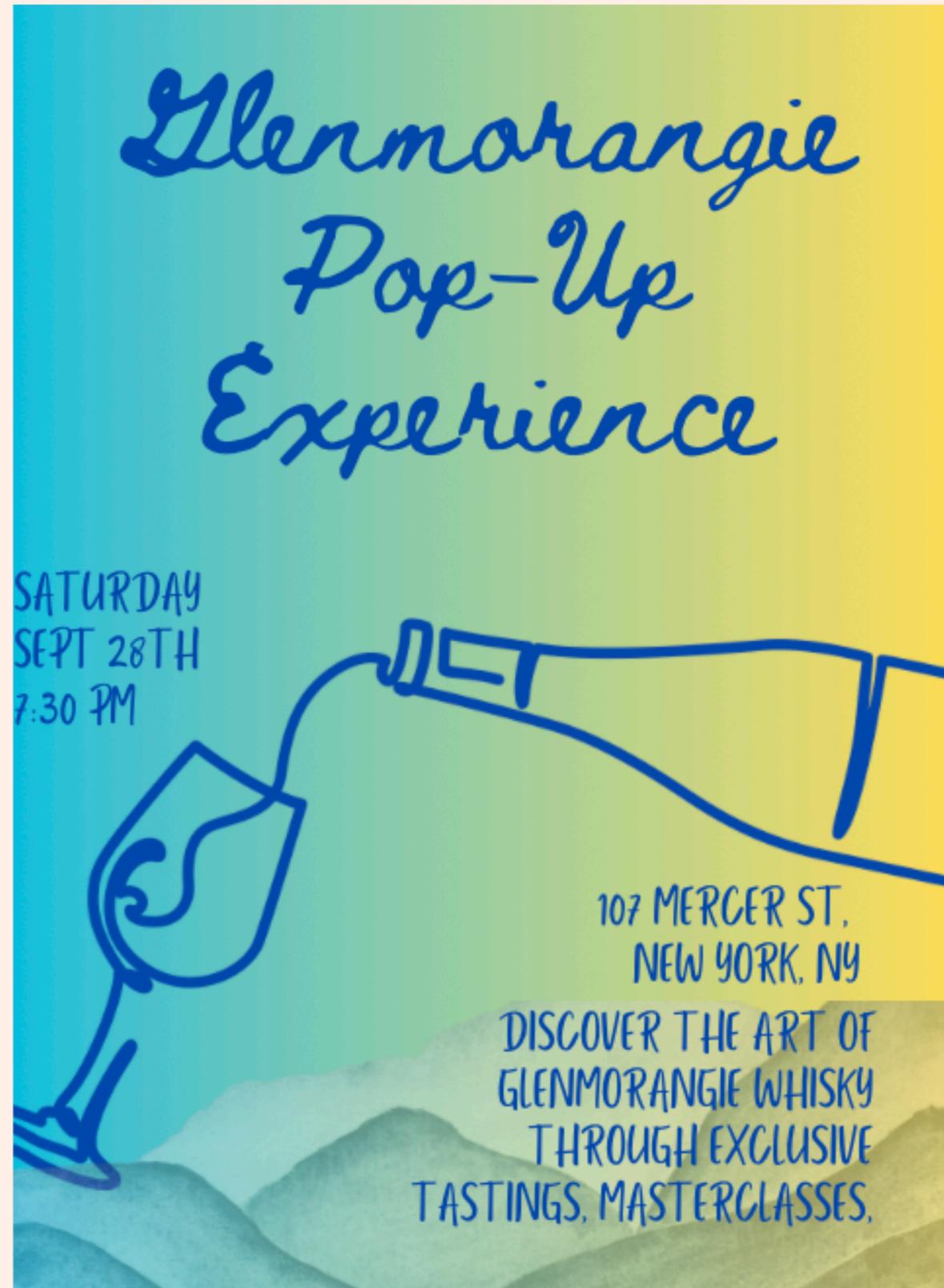
With a social media following exceeding 75 million, he has consistently demonstrated high engagement, enhancing visibility for brands he collaborates with. Beckham's partnerships with brands like Tudor and Haig Club have reinforced his influence in the premium spirits market.



Bella Hadid

International Supermodel and Fashion Icon

With over 61 million Instagram followers and a 2.07% engagement rate, her posts have the potential to generate substantial media impact value (MIV), drives a significant increase in brand visibility and searches.



POP UP STORES

OCTOBER

*SUSTAINED
GROWTH*

PRICING STRATEGIES

Northern Lights Signature Bottle

Price: \$150 per bottle

A premium, standalone bottle featuring one of the three unique Northern Lights flavors. Available in select high-end retail locations and through Glenmorangie's website, emphasizing exclusivity and quality.

Limited Edition Collector's Trio

Price: \$450 for a set of 3 bottles

A luxurious boxed set featuring all three Northern Lights flavors. Each bottle has a unique design, and the set includes a **Glenmorangie tasting glass**, ideal for collectors and whiskey aficionados.

VIP Launch Experience Bundle

Price: \$600 per bundle

Exclusive to VIP launch events, this bundle includes a **personalized, engraved bottle, a premium decanter, and access to an immersive Northern Lights tasting experience**, offering a unique and luxurious encounter with Glenmorangie.



PRODUCT ASSORTMENT

SEPTEMBER	Main Product Assortment					Total
	NEW					
Concept & Theme	Whiskey- Northern Lights					
Product Name	Glenmorangie Aurora Blend	Glenmorangie Boreal Smoke (Glenmorangie Arctic Glow	Limited Edition Collection Trio	VIP Launch Experience Bundle (limited)	
Visual						
RRP (Retail Price)	150	150	150	28	45	
Target - Q'ty	1300	2200	1500	530	280	5,810
Target - AMT	195,000	330,000	225,000	14,840	12,600	777,440
% of Total	25%	42%	29%	2%	2%	100%
OCTOBER	Main Product Assortment					Total
	NEW					
Concept & Theme	Whiskey- Northern Lights (Sustained Growth/Pop Up)					
Product Name	Glenmorangie Aurora Blend	Glenmorangie Boreal Smoke (Glenmorangie Arctic Glow	Limited Edition Collection Trio		
Visual						
RRP (Retail Price)	150	150	150	28		
Target - Q'ty	1300	1400	1800	320		4,820
Target - AMT	195,000	210,000	270,000	8,960		683,960
% of Total	29%	31%	39%	1%		100%

PRODUCT ASSORTMENT

SEPTEMBER	Main Product Assortment					Total
	NEW					
Concept & Theme	Whiskey- Northern Lights					
Product Name	Glenmorangie Aurora Blend	Glenmorangie Boreal Smoke (B)	Glenmorangie Arctic Glow	Limited Edition Collection Trio	VIP Launch Experience Bundle (limited)	
Visual						
RRP (Retail Price)	150	150	150	28	45	
Target - Q'ty	1300	2200	1500	530	280	5,810
Target - AMT	195,000	330,000	225,000	14,840	12,600	777,440
% of Total	25%	42%	29%	2%	2%	100%

Theme: Launch of Glenmorangie's Northern Lights Collection, inspired by the aurora's beauty, focusing on unique flavors and luxury appeal.

Highlights: Aurora Blend and Boreal Smoke lead with high volume, while the Limited Edition Collection and VIP Bundle offer exclusivity.

Total target revenue: **\$777,440**.

PRODUCT ASSORTMENT

OCTOBER	Main Product Assortment					Total
	NEW					
Concept & Theme	Whiskey- Northern Lights (Sustained Growth/Pop Up)					
Product Name	Glenmorangie Aurora Blend	Glenmorangie Boreal Smoke (B)	Glenmorangie Arctic Glow	Limited Edition Collection Trio		
Visual						
RRP (Retail Price)	150	150	150	28		
Target - Q'ty	1300	1400	1800	320		4,820
Target - AMT	195,000	210,000	270,000	8,960		683,960
% of Total	29%	31%	39%	1%		100%

Theme: Sustaining growth through pop-up events and immersive experiences, enhancing the Northern Lights storytelling.

Highlights: Arctic Glow becomes the focus, with Aurora Blend and Boreal Smoke supporting. Limited Edition items maintain exclusivity.

Total target revenue: **\$683,960.**

FINANCIAL PROJECTIONS

BY
THE
NUMBERS
SEPTEMBER



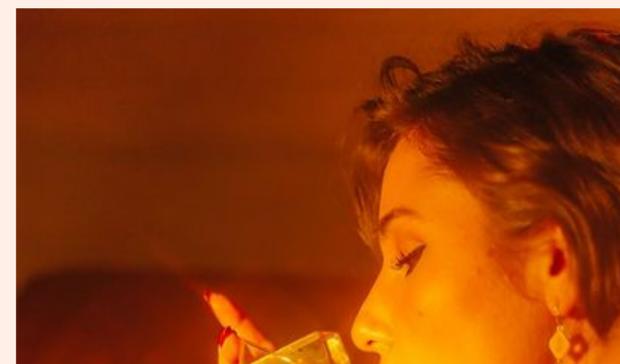
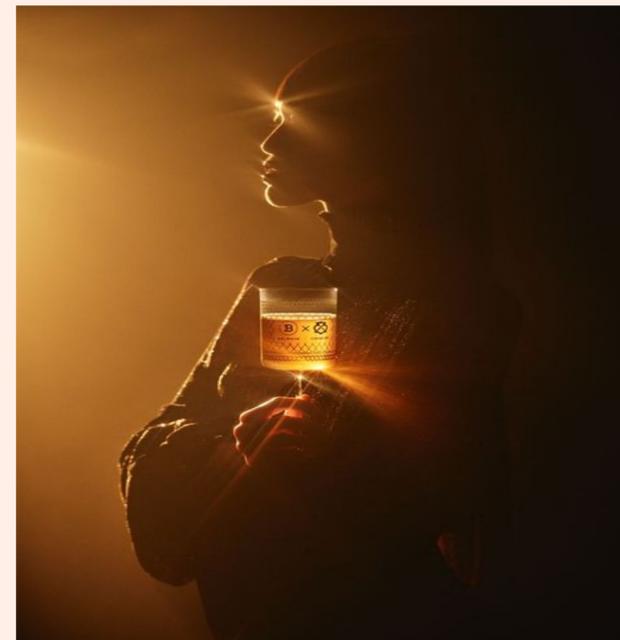
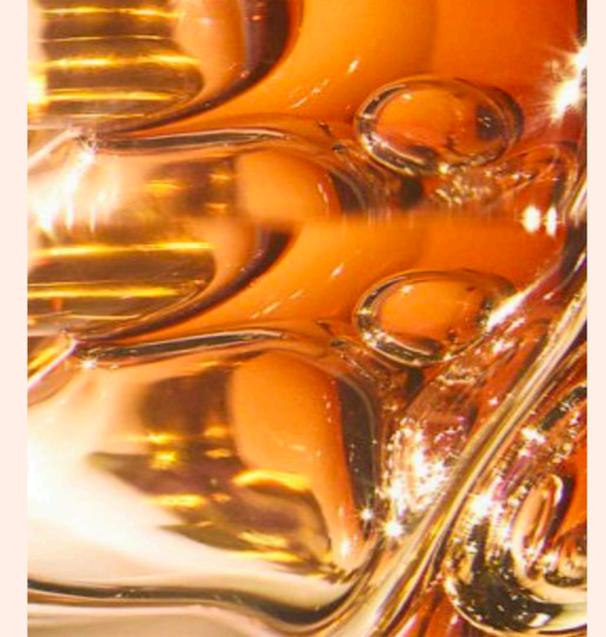
FINANCIAL PROJECTIONS

BY
THE
NUMBERS
OCTOBER



CONCLUSION

Glenmorangie captures the allure of the Aurora, blending craft and mystery to engage Gen Z and millennials. With limited-edition blends and immersive VIP events, we've created a bold, fresh experience that invites consumers to join Glenmorangie's story, celebrating art, culture, and luxury in a memorable way. This campaign positions Glenmorangie as a beacon of timeless elegance in the spirits world.



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